BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

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A LETTER

–open style–

TO A MAN WHO ASKED US A QUESTION...

from WOR, the station that has been using, and showing other people how to use, radio more and more effectively for more than twenty-five years

Dear Sir:

You ask, "Why should I [illegible] particularly WOR?" You add, "Never mind [illegible]ics and ratings and stuff like that. I'll get around to it when we start talking specific times and programs. Just sort of—well, you must have some general reasons as to why you believe in WOR so much."

Well, here at WOR we, more than 300 of us, have above all things, a deep faith in WOR's ability to generate *action*. It never really occurred to us how this feeling is taken for granted until your question prompted us to putting it down on paper. The reason? We suppose it's a belief developed through years of consistent exposure to the speed and economy with which WOR makes people *do* things.

But this desire to create resultful action would be a futile thing if it were not backed by "know-how". WOR has the know-how—an accumulative, and constantly maturing, trio of skills which are the products of more than a quarter-century of specializing in the more effective use of sound.

They are . . .

INGENUITY—the brainpower, experience and technical equipment to fashion a program schedule that attracts *more* listeners for *less*—in fact, at the second lowest cost-per-thousand-homes-reached of any station in America!—thus reducing your cost and creating more action.

THOROUGHNESS—WOR's powerful penetration of 430 counties in 18 states containing 34,057,161 people, brings you the greatest single saturation of wealthy markets of any station in the nation.

IMAGINATION—WOR's constant desire to consider and effectively apply the *new* in both program thought and technique. This keeps the schedule elastic and exciting and makes it a more effective carrier for your message.

Sincerely,

WOR

heard by the most people where the most people are

mutual

IN THIS ISSUE: COMPARATIVE NETWORK SCHEDULES—PAGE 44

"Our rural customers especially like WLS"

Green County Courthouse - Monroe, Wisconsin

Ralph Phillips

RALPH PHILLIPS
Appliance Dealer
Monroe,
Wisconsin

THREE YEARS ago, two enterprising veterans, Ralph Phillips and Kenneth Smith, chose Monroe, Wisconsin, (population 6,182) as the site for their new appliance store. Ralph Phillips came from northwestern Iowa, Kenneth Smith from Black River Falls, Wisconsin. Both were strangers to Monroe, but were convinced of its business opportunities, after an extensive survey of business opportunities throughout Wisconsin.

Green County offered a prosperous market for the new Phillips-Smith appliance store. In 1946, the 23,146 population accounted for retail sales of 18½ million dollars. The county is 73% rural, with a farm buying income of almost 21 million dollars.

The two partners value advertising highly and put it to work for themselves. Phillips-Smith advertises in the local newspaper, participates in county fairs, sponsors bowling, baseball and softball teams.

With their business 85% from surrounding farms, Ralph Phillips and Kenneth Smith know their customers are listening to WLS. Our mail figures bear this out, too. Last year, Green County's 6,060 radio homes sent WLS 3,595 letters—59% response! BMB shows WLS penetration as 68% days, 69% nights.

Here's a rich county, a good market, only one of 567 counties in the WLS-BMB area. Its people have been listening to WLS for almost 25 years, because they like the entertainment we offer, because they need and use the information we give them. Through this long friendship, they have developed a *confidence* in WLS—the kind of confidence that leads to sure advertising results.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

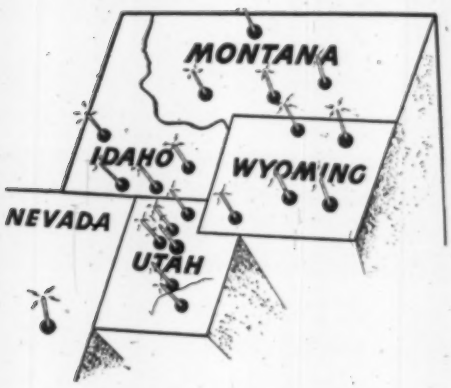
890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

One of a series. Facts on radio listening in the Intermountain West

It's the NUMBER of Listeners That Counts

58,163 Coincidental Telephone Calls Reveal

HOOPERATINGS of 6.1 to 12.7 for the INTERMOUNTAIN NETWORK



Hooper's Winter, 1947 survey composed of 58,163 coincidental telephone calls in 14 Intermountain Network cities measured the **number of listeners** at specific times of the day and night. (This survey should not be confused with other measurements which merely reveal where a station signal can be heard or how many people listen to a station one or more times a week).

The 58,163 telephone calls prove that the Intermountain Network has a huge audience all the time.

Here are the ratings for the first quarter hour in every hour. Complete reports at any Avery-Knodel office.

HOOPERATINGS

WINTER, 1947: Monday thru Friday—Daytime . . . Sunday thru Saturday—Nighttime

Time	Sets In Use	INTER-MOUNTAIN* NETWORK	Ax Network	By Network	Cz Network	All Others
8 a.m.	19.5	**9.2**	3.3	3.0	3.5	0.5
9 a.m.	23.2	**7.1**	6.1	1.7	8.0	0.3
10 a.m.	23.7	**8.1**	2.7	7.7	4.2	1.0
11 a.m.	22.0	**8.8**	1.9	5.6	4.5	1.2
12 noon	27.2	**12.7**	1.6	4.5	7.5	0.9
1 p.m.	27.0	**11.0**	2.1	1.8	9.5	2.6
2 p.m.	22.6	**6.1**	2.9	3.4	8.7	1.5
3 p.m.	22.9	**7.9**	3.0	2.3	9.1	0.6
4 p.m.	17.2	**7.8**	2.9	1.1	4.3	1.1
5 p.m.	22.9	**9.9**	3.3	2.7	5.8	1.2
6 p.m.	35.3	**10.4**	4.5	8.3	11.6	0.5
7 p.m.	39.5	**10.5**	4.7	9.1	14.4	0.8
8 p.m.	43.5	**9.5**	4.7	11.0	17.4	0.9
9 p.m.	35.4	**7.5**	4.2	7.9	14.6	1.2

* Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Woming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

x Comprised of 15 A network stations. y Comprised of 10 B network stations.
z Comprised of 15 C network stations.

20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan
KSVC, Richfield

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KOWB, Laramie
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMON, Great Falls
KYES, Butte*

NEVADA
KRAM, Las Vegas

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

* Under Construction.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

AFTER months of preparation, comprehensive roundups of national spot (selective) radio will be released by National Assn. of Radio Station Reperesentatives. Presentation, in final stages, is product of combined efforts of NARSR members, coordinated through well-known national agency.

ON HEELS of Comr. Clifford J. Durr's retirement from office last week comes word that disciple Dallas W. Smythe, head of FCC's Economics & Statistics Division, is resigning to join U. of Illinois faculty.

LISTEN for yelping when Canada's TV allocations along U. S. border are revealed, probably this week. Adjacent-channel interference problems considerably greater than in general U. S. allocations reportedly loom in many border spots. For instance, Toronto would have Channels 3, 8, and 10 as against 4, 7, and 9 at Buffalo some 55 miles across Lake Ontario. U. S. would accept 50 kw, 500-ft. non-directional antenna operations in Toronto, and Canada would accept same in Buffalo. Border arrangements, as yet unfinal, worked out in U. S.-Canada negotiations.

IN "Now It Can Be Told" department: Rep. Harness (R-Ind.), author of resolution to investigate FCC (HRes-619), is groping for unnamed radio attorney. Harness admits an attorney handed him proposed draft of resolution, but doesn't know his name. "I'd know him if I saw him," he confided.

FCC OFFICIALS aren't commenting publicly on probable effects of upcoming House Select Committee investigation (story page 28), but privately feel it may bring big slowdown in normal activities. In 1943-44 Cox investigation, they recall, eight or ten of their most energetic staffmen were kept fulltime on probe work.

E. L. CORD, owner of KFAC Los Angeles, expected to file for video license in Los Angeles within 30 days. Move would be aimed at license currently held by KLAC-TV.

APPOINTMENT of Hugh D. Scott as new Republican National Committee chairman arouses nostalgic memories having radio connections. He was author of several identical bills designed to give orchestra leaders performing rights in records and mechanical reproductions which would afford them ASCAP type of royalties on each radio rendition.

REPRESENTATIVES of Lacy-Potter Television Broadcasting Co., licensee of KBTV Dallas, in Hollywood last week seeking continuing film program service for block of 18 video stations, predominantly in South and Southwest.

THERE'S plenty of high-flying speculation about complexion of FCC should Dewey-War-

(*Continued on page 82*)

Upcoming

June 30-July 9: Inter-American Assn. of Broadcasters, Buenos Aires.

July 9: Special Industry Defense Committee, Pentagon, 9 a.m.

July 12-15: Democratic National Convention, Philadelphia.

(Other Upcomings on page 38)

Bulletins

PETER BALLANTINE & SONS (beer) to sponsor world lightweight boxing championship broadcast July 12 on full MBS network, originating at Shibe Park, Philadelphia. Sponsorship for match between Ike Williams and Beau Jack placed by J. Walter Thompson Co., New York.

ASSOCIATE JUSTICE Henry A. Schweinhaut, of U. S. District Court for District of Columbia, chosen to administer oath of office to Frieda B. Hennock, first woman member of FCC, it was announced late Friday. Ceremonies Tuesday (early story page 28). Cabinet members, Congressmen, other Government dignitaries slated to be on hand.

NAB BOARD INDOCTRINATION

SEVEN new members of NAB board, elected last spring, due for Washington headquarters catechism July 22-23. Top-level officials and staff specialists will acquaint new board members with association operations. New directors already have participated in one board meeting—May 19—during convention week.

PHARMACO TO DUANE JONES

PHARMACO Inc., Newark, names Duane Jones & Co., New York, to handle $1,200,000 advertising budget for its products, Feenamint and Chooz, effective Aug. 1. Account formerly handled by Ruthrauff & Ryan, New York. Pharmaco, veteran radio advertiser, sponsors *Charlie Chan* and *Official Detective* on MBS.

'G-LAYER' DISCOVERED

DISCOVERY of "G-layer" in ionosphere above F-2 reported by Dr. Donald H. Menzel, of Harvard U. Observatory. Currently known layers, whose reflections of shortwaves are responsible for long-range transmissions in high frequencies, are E, F-1, and F-2. Government radio authorities felt there's only slim chance discovery will contribute materially toward new data on long-range transmissions. Thickness of G-layer not determined, but it was found to begin at point about 250 miles above earth.

Business Briefly

SPOTS FOR ICE CREAM ● Balian Ice Cream Co. South Gate, Calif., through Tulli Co., Hollywood, July 1 started six weekly spot announcement schedule on nine Los Angeles area stations for 13 weeks. Total 27 weekly spots will be on KFWB, KMPC, KLAC KFVD, KRKD, KGFJ, KFAC Los Angeles KIEV Glendale; KXLA Pasadena.

SUPER-STARCH PLANS ● Super-Starch Inc., New York (liquid starch) appoints Shaw Associates Inc., New York. Firm, currently using spots on WNAB Bridgeport, Conn. anticipates further use of radio.

AUTO PURCHASES ● Kaiser Frazier Corp. last week invested estimated $75,000-$100,000 in 25 quarter-hours on KFI Los Angeles and KNX Hollywood in time periods vacated by top-ranking shows. Agency, William Weintraub & Co.

SWIFT RENEWAL ● Swift & Co. renews *Archie Andrews*, Sat., 9:30-10 a.m. (CDT) for second 52-week period on full NBC network effective Aug. 7. Agency, J. Walter Thompson Co.

TWO FOR PILLSBURY ● Pillsbury Mills signs for first 15 minutes of *Breakfast in Hollywood* and *Galen Drake*, ABC programs dropped by Kellogg Co. Agencies, McCann-Erickson and Leo Burnett.

BLOCK NEWS ● Block Drug Co., Jersey City, has bought *Morning News*, 6:45-7 a.m. (CDT) Tues., Thurs., Sat., 26 weeks beginning Aug. 3 on WGN Chicago. Agency, Redfield-Johnstone, New York.

AGENCY NAMED ● Brown Brothers, Nashville, named agency for Ralston Purina Chow Division, formerly handled by Gardner Adv. Co. Account includes MBS *Checkerboard* and spots.

TV GROUP WARNS THEATRE ON CONVENTION TELECASTS

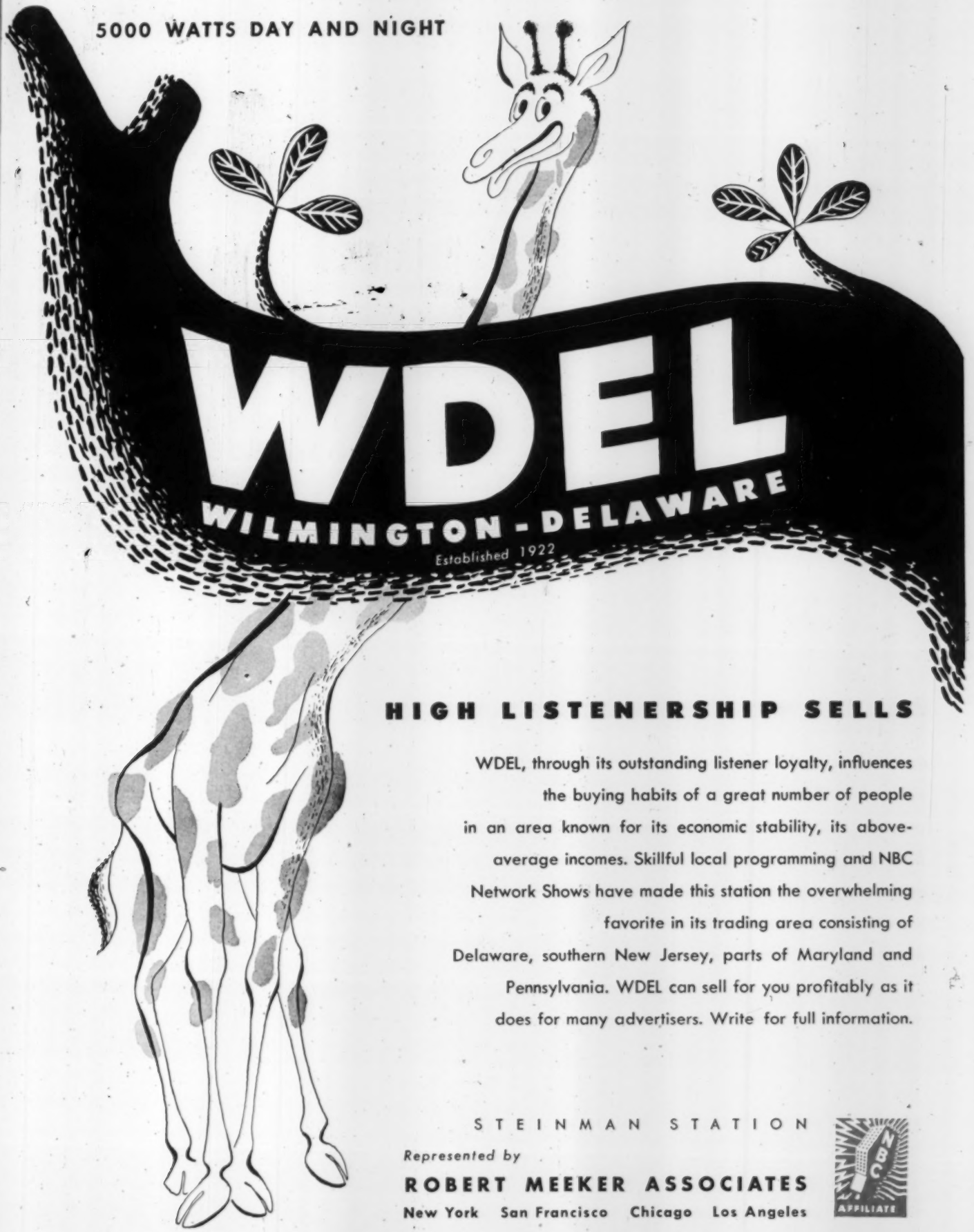
PARAMOUNT Theatre, New York, advised Friday by Television Committee for Coverage of National Political Conventions that committee would "take whatever steps may be necessary" to prevent repetition of theatre's "unathorized" use of convention telecasts.

Paramount showed telecast of Thomas E. Dewey's acceptance speech during GOP convention, and Television Committee said it intended to prevent similar pickup during Democratic convention (early story page 32).

BUTCHER TO HOLLYWOOD

BLAYNE BUTCHER, radio director of Newell-Emmett Co., New York, moves to West Coast to represent agency on its recently acquired Electric Auto-Lite account sponsoring *Suspense*, originating in Hollywood on CBS.

5000 WATTS DAY AND NIGHT



HIGH LISTENERSHIP SELLS

WDEL, through its outstanding listener loyalty, influences the buying habits of a great number of people in an area known for its economic stability, its above-average incomes. Skillful local programming and NBC Network Shows have made this station the overwhelming favorite in its trading area consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL can sell for you profitably as it does for many advertisers. Write for full information.

STEINMAN STATION

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

NBC AFFILIATE

How'd you like a good big bite OF A $200,000,000 PIE?

☆ Here's two hundred million bucks worth of dough —all in one pie . . . and luscious portions are being served daily to Flint retailers.

Radio advertising has a big voice in how this pie is "divvied" up . . . and if you don't already know *which* Flint station is most-listened-to, just read these few facts extraordinary. (From the C. E. Hooper Station Listening Index—Winter, 1948).

WFDF registered more listeners than the other FOUR local stations combined (two competing nets, two independents)—in every reported time period!

WFDF—ten till noon weekday audience—more than *three times* the other four stations combined!

WFDF—8:00 to 10:00 morning and evening—*more than double* the other four stations combined!

WFDF—in EVERY time period—*three to six times as many listeners* as the runner-up local station!

If you'd like a cut of that $200 million pie—sell your good goods and saleable services to Flint families by making yourself heard on WFDF.

910 Kilocycles

FLINT WFDF MICH.

American Broadcasting Company

NOW REPRESENTED BY THE KATZ AGENCY

BROADCASTING
TELECASTING

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INDEX:

GENERAL NEWS ..... PAGE 22
TELEVISION ..... PAGE 27

DEPARTMENTS:

Agencies	18
Allied Arts	74
Commercial	66
Editorial	44
FCC Actions	68
Management	46
New Business	8
News	80
Open Mike	12
Our Respects to	44
Production	79
Programs	75
Promotion	72
Radiorama	40
Technical	80
Telestatus	14

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

PUT *Your Tag* ON ANY OF THESE YANKEE NETWORK MARKETS

WNAC—Boston, Mass.
WFAU—Augusta, Me.
WJOR—Bangor, Me.
WICC—Bridgeport, Ct.
WKXL—Concord, N. H.
WSAR—Fall River, Mass.
WEIM—Fitchburg-Leominster, Mass.
WHAI—Greenfield, Mass.
WONS—Hartford, Ct.
WHYN—Holyoke, Mass.
WLNH—Laconia, N. H.
WCOU—Lewiston-Auburn, Me.
WLLH—Lowell-Lawrence, Mass.
WKBR—Manchester, N. H.
WNLC—New London, Ct.
WBRK—Pittsfield, Mass.
WMTW—Portland, Me.
WHEB—Portsmouth-Dover, N.H.
WEAN—Providence, R. I.
WSYB—Rutland, Vt.
WWCO—Waterbury, Ct.
WDEV—Waterbury, Vt.
WAAB—Worcester, Mass.

In New England you can synchronize your distribution and advertising to reach more markets more effectively by using Yankee home-town stations.

Every Yankee home-town station carries out one assignment for you. It delivers your message locally to a receptive audience. It does this effectively because it has local acceptance as the Yankee station in its community, bringing to the community the finest entertainment in local, regional and national programs.

Yankee's 23 home-town stations open up a wide sales territory. Take it one market at a time with individual stations, or group your markets, or cover all 23 Yankee markets. You can tag them "sold" if you follow the Yankee plan consistently.

"This is The Yankee Network"

Member Mutual Broadcasting System

"Give us WMT!"

That's the *Declaration of Independence* (IOWA)

. . . and the good people of Independence, county seat of Buchanan County, get WMT . . . loud, clear, and always. WMT reaches more families in Buchanan County than any other regularly scheduled advertising medium.

Independence is just another of the 1,059 communities on WMT's BMB map. Some are large, some are small, but the radio families add up to important coverage in one of the nation's richest farm and industrial areas.

Make your own declaration on WMT—Eastern Iowa's only CBS outlet—and celebrate *more sales at less cost!* Ask the Katz man for full details.

WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

New Business

WELCH GRAPE JUICE Co., Westfield, N. Y., July 1 renewed *Meet the Missus* two quarter-hours weekly on 31 Columbia Pacific Network stations, Tues. and Thurs. 3:15-3:30 p.m. (PDST). Agency: Buchanan & Co., Los Angeles.

H. BARON & Co., Linden, N. J. ("Sundaettes"), appointed Samuel Croot Co., New York; plans spot radio campaign in July on local or regional basis. Baron currently uses spots in several Eastern markets. Stations and budget figure not revealed.

GLEN HAVEN MEMORIAL PARK, San Fernando Valley, Calif., appoints Willard G. Gregory & Co., Los Angeles, to handle advertising campaign. Radio will be used.

BURNS & Co., Vancouver (meat packers) on Sept. 9 renews to March 3 *Burns Chuckwagon* program from CJOR Vancouver, on 27 Dominion Network stations, Thurs. 8-8:30 p.m., with repeat to Western Canada 10:30-11 p.m. Day of broadcast is changed from Tues. to Thurs. Agency: Stewart, Lovick & McPherson, Vancouver.

MUTUAL CITRUS Products Co., Anaheim, Calif. (M.C.P. Pectin and Lemon Juice), June 28 started five weekly participation on *Art Baker's Notebook* on KCMO Kansas City, Mo., and KFEL Denver for 13 weeks. Agency: Charles H. Mayne Co., Los Angeles.

PARK LANE, New York (auto seat covers), starts $10,000 test radio campaign on 14 U. S. stations. It includes minimum of three one-minute spots on each station per week for 13 weeks.

GILLETTE SAFETY RAZOR Co., Boston, July 13 will sponsor 15th annual All-Star Baseball Game on full MBS network of approximately 500 stations (including Canadian), 2:15 p.m. (EDT). Game also will be shortwaved by Armed Forces Radio Service to occupation troops and Spanish broadcast will be beamed to Latin-American countries. Agency: Maxon Inc.

TIP CORP. OF AMERICA, Marion, Va. (TIP soft drink), transferred account from Houck Agency, Roanoke, to Courtland D. Ferguson Inc., Washington, Baltimore and Richmond. Robert M. Gamble Jr. handles account and radio will be used.

LOU HEFT & Co. Inc., Montreal (Migo shirts and men's sportswear), starts Aug. 29-Feb. 20 *The Week in Sports* on 23 Dominion Network stations, Sun. 10-10:15 p.m., with repeat to West Coast 12:15-12:30 a.m. Agency: Russell T. Kelley Ltd., Toronto.

JOHN W. SHAW Adv., Chicago, appointed to handle $250,000 recruiting campaign for Army and Air Forces by Fifth Army Area headquarters in Chicago. "Heavy" use of radio is contemplated.

LEWIS FOOD Co., Los Angeles (Dr. Ross Dog Food), July 7 starts eight week sponsorship of half-hour weekly *Free for All* on KNX Hollywood. Firm also planning sponsorship of unselected half-hour weekly program to start Sept. 1 on 13 Columbia Pacific Network stations. Agency: Lennen & Mitchell Inc., Beverly Hills, Calif.

SCOTT & TURNER of Newcastle-on-Tyne, England, appoints McCann-Erickson's Caracas office to handle Venezuelan advertising of its product, Andrews Liver A Salts, effective Aug. 1. Radio spots will be used.

ELECTRIC AUTO LITE Co., Toledo, appointed Newell Emmett Co. to handle advertising for *Suspense* show on CBS Thurs. beginning July 8. Ruthrauff and Ryan continues to handle *Gasoline Alley*, cooperative Auto Lite show.

GUNTHER BREWING Co., Baltimore (beer and ale), sponsoring telecasting of *Laurel Harness Racing Meet* from June 29 to July 10 on WNBW Washington.

RCA Type WX-2A
540-1600 kc.
Price $575*

The new *Portable Field-Intensity Meter, RCA Type WX-2—shown* one-third actual size. *A loop antenna is built right into the lid!*

At Last—

a truly portable Field-Intensity Meter

● Weighing only 12½ pounds—including batteries, here's a small, compact field-intensity meter of high accuracy that carries around like a portable radio . . . and operates almost as simply. You tune in a signal, adjust a *built-in* calibrating oscillator and receiver gain . . . and *read signal intensity directly in microvolts-per-meter.* No charts, curves, or correction factors to worry about. No computations to make.

Designed with a wide sensitivity range of 10 microvolts/meter to 10 volts/meter, Type WX-2A enables you to make field-strength readings anywhere—from the very shadow of your transmitter, to the toughest location "down-in-the-noise." Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle; An r-f amplifier stage provides a very high order of image rejection.

Power supply; Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

A lot easier now to get the facts on your coverage, service area, and antenna efficiency . . . with RCA's new portable WX-2A. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19GA, RCA Engineering Products, Camden, New Jersey.

*Subject to change without notice.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

hoice!

• Spot Radio is a choice medium any way you look at it.

You get your choice of markets; your choice of stations; your choice of times; your choice of frequency.

You order what you want—when and where you want it. Most of the most successful spot advertisers make their choice of stations from this list.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

BALTIMORE	WBAL-TV
BOSTON	WNAC-TV
BUFFALO	WBEN-TV
LOS ANGELES	KFI-TV
MILWAUKEE	WTMJ-TV
M'P'L'S-ST. PAUL	KTSP-TV

EDWARD PETRY AND CO. INC.

Any advertiser can — and most advertisers should — use Spot Radio

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'More Power to CCBS'

EDITOR, BROADCASTING:

May I, as a harried radio listener, comment on the sentiments expressed in the June 21 issue of BROADCASTING by Ed Galbreath, news editor of WSIC? Mr. Galbreath took pot-shots at the Clear-Channel Broadcasting Service, and condemned the attempt to get authorization for 750 kw operation.

The point has been reached where virtually the only decent nighttime reception available, even to many listeners located quite close to regional stations, is from 50 kw stations on clear or Class II channels. The situation in remote rural areas must be absolutely impossible.

A radical improvement like super-power, if technically practicable, shouldn't be held up because of any alleged competitive effect upon smaller stations. If the latter aren't sturdy enough in their own right to survive on the strength of local services rendered, then they have no real claim to existence.

The public, besides being entitled to the widest possible choice of stations, should in any given instance have available at least one or two that can be heard with strong, clear, unobstructed signals. Retention of clear channels and use of higher power is the logical, reasonable approach within the existing AM allocations framework. To hold stations to a 50 kw limit is foolish. To eliminate clear channels would be utterly asinine.

Everybody has been getting consideration in this controversy except the listener.

It's time to call this inequity to a screeching halt. I'm for super-power . . . and more power to CCBS!

John V. McKinney
Clinton, N. Y.

* * *

AM-FM Divided Audience

EDITOR, BROADCASTING:

Permit me to reply to James L. Howe's letter on duplication in your issue of June 7th, 1948.

I happen to be a great believer in the future of FM . . . let Mr. Howe decide whether FM or AM is the best medium for the transmission of sound, keeping in mind that one has no static, no fading and no interference, and is more nearly a true reproduction of the original sound and the other represents a much greater capital investment which possibly must be protected, and which, particularly in the summer, loses a proportion of its faithful listeners because of unbearable cracklings, poppings, etc. When Mr. Howe finds out which his listeners prefer, let him serve his community accordingly. For I will repeat what I have said many times, "listeners do not listen to FM, AM, watts or stations, they listen to programs."

The owner of an AM station who builds an FM station does one of two things: (1) He enters into competition with himself; (2) the owner who duplicates his programs proceeds to brutally murder FM by giving the FM receiving set owner nothing more than an AM program . . .

The FM station owner has to buy an audience just the same as in the old days the AM owner did with good programs; if the FM owner thinks he is going to successfully compete with other media without spending some money and fighting his competitors he'd better give up.

Now I think Mr. Howe has done a splendid job on AM, he can do the same thing on FM, but he's going to have his same total audience divided between the two.

R. E. (Joe) Messer
Rem Productions
Los Angeles

* * *

Sell Use of Radio

EDITOR, BROADCASTING:

Why must radio stations throughout the country be forced to pay tribute to newspapers? Almost every radio salesman, timebuyer, station manager, and advertiser feels that his air time isn't going to be successful, unless it is backed up with a newspaper campaign. Here is the question that bothers me: Why doesn't every advertiser and space buyer insist that his newspaper advertising be backed up with radio promotion?

How often do newspapers purchase air time to help increase circulation, or attract new advertisers? Surely, radio is now of age. Radio has a fine sales story to back up its claims. Why doesn't the radio industry stop acting like a small boy? Be a man, speak up, or to sum it up, the radio industry should sell itself on the use of radio.

I would appreciate hearing others' views on this subject.

Harry L. Becker
Program Director
KIMO Independence, Mo.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

5000 WATT VOICE FOR NBC IN SOUTH DAKOTA

SERVING AND SELLING THE RICHEST CORNER OF THREE STATES

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

ELI WHITNEY

inventor of the cotton gin . . . 1793 . . . illustrious member of the American Hall of Fame . . . outstanding contributor to a better American Way of Life.

first

IN POWER AND RESULTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR

50,000 WATTS

AND

WJR-FM

CBS

THE GOODWILL STATION FISHER BLDG. **DETROIT**

Represented by PETRY

FRANK E. MULLEN
Pres.

HARRY WISMER
Asst. to the Pres.

Telestatus

(REPORT 14)

DuMONT'S ALLOCATION PLAN

A NEW PLAN which observers conceded could go a long way toward clearing up the present congestion in the lower television band was offered to FCC last week, though it admittedly hangs by an "if" as big as the plan itself.

The "if" didn't deter video enthusiasts—particularly applicants who otherwise are fated to fight it out in competitive hearings in areas where the channel supply doesn't meet demand—from speculating optimistically about what the plan could mean.

The proposal, advanced by Allen B. DuMont Labs., is based on the addition of eight channels to the existing, concededly inadequate, 12, which would make a total of 20 and permit what DuMont spokesmen consider enough for a competitive nation-wide television system, at least for the present [BROADCASTING, June 28].

Since the eight new channels would come, according to DuMont's plan, from frequencies allocated to government services, the "if" is two-pronged, dependent not alone upon FCC approval but also upon the consent of the government's Interdepartment Radio Advisory Committee (IRAC). Past attempts to get the government to give up spectrum space to broadcasting have been futile.

There was no assurance that FCC would accept the exhaustive data DuMont offered. The offer was made for purposes of FCC's channel allocations hearing (separate story, this issue), which the Commission is obviously trying to confine to the question of allocations for particular communities. One applicant's proposal for a partial reallocation of the spectrum in order to add one new television channel has already been excluded. But even though some or all of the DuMont data might be ruled out, it seemed certain that it would be offered again—possibly at FCC's high-band television hearing in September.

Question Co-Channel Interference

Gathered under the direction of Dr. Thomas T. Goldsmith, DuMont director of research, the exhibits include a great deal of new data which tend to disprove, or at least put in question, the theory that co-channel interference caused by television stations is limited more or less by the horizon.

This information on long-distance or tropospheric transmissions forms the foundation of DuMont's contention that many of the allocations proposed by FCC are inadequate and would lead to serious co-channel complications. DuMont lists some 300 channel allocations proposed by FCC—out of a total of slightly less than 1,000—which reveal "questionable spacings" that could lead to co- or adjacent-channel interference troubles as the channels fill up.

On the question of long-distance transmissions, attributed to the troposphere factor, DuMont recognized that much more experimentation must be done, but nevertheless reported on the basis of tests already made by FCC, DuMont and others:

. . . The field experience indicates that for 10% of the time a television station likely will provide a signal, at say 90 miles from the transmitter, of seven times the field strength that would be predicted on ground-wave theory alone.

As a result, the stations would require a separation for co-channel operation considerably in excess of those which appear to be safe on the basis of ground-wave theory alone. In some instances intervening terrain such as high mountains may make it possible to locate co-channel stations at separations of less than 150 miles. The specific frequency on which they operate also may be significantly related to the safe operation distances.

Greater Separation Cited

By comparison FCC's proposed allocations, based on groundwave calculations alone, are spaced on an average of about 150 miles minimum separation for co-channel stations and 75 miles for stations on adjacent channels. DuMont feels that, in general, co-channel stations should be at least 180 miles apart, though in some cases terrain conditions may permit variations.

In working out the eight potential new television channels, DuMont proposed that part of them come from the band between existing TV Channels 6 and 7—starting above FM's upper limit of 108 mc—and that the rest be added immediately above the 216 mc boundary of present video Channel 13. Two methods of accomplishing this are suggested, as shown in the following table:

Channel Symbol	Alternate No. 1 Mc	Alternate No. 2 Mc
A	112-118	162-168
B	132-138	168-174
C	138-144	221-227
D	162-168	227-233
E	168-174	233-239
F	216-222	239-245
G	222-228	245-251
H	228-234	251-257

In the case of Alternate No. 1, the amateur band in that area would be shifted from 235-240 mc to 234-239 mc; in Alternate No. 2, it would be 216-221 mc.

Of the fact that these new video channels would come from government frequencies, DuMont says:

The tremendous public demand for interference-free television may well justify a transfer to the Government of a portion of the 475-900 mc region of the spectrum tentatively reserved for television in exchange for this group of frequencies. In the region of the spectrum around 200 mc adequate power is available and propagation characteristics are suitable for television broadcast service.

DuMont's exhibits list some 175 areas which are described as "requiring more channels" than the number which would be provided under FCC's allocation proposal. The exhibits then show how the addition of eight new channels to the present 12 could be used to provide additional channels (see list below).

In calculating an area's television needs, the company went on the basis of population which would lie within the 500 microvolt-per-meter contour of a station in the community under consideration. The following formula was used:

Population Within 500 uv/m contour	Number of Stations
0- 25,000	0
25,000- 100,000	1
100,000- 400,000	2
400,000-1,000,000	3
1,000,000-2,000,000	4
2,000,000-3,000,000	5
3,000,000-5,000,000	6
5,000,000 and up	7*

* more, if possible

DuMont's plan for adding new channels in these comunities follows this population table "except in extremely crowded areas," officials pointed out. The list of cities needing more channels than FCC's plan would provide, showing also the additions that would be made by DuMont's proposal, is reprinted below.

Depending upon exactly which frequencies were set aside for the eight additional channels—signified in the list by A, B, C, etc.—some adjustments would have to be made with respect to new-channel allocations in particular areas, "to assure the prevention of adjacent-channel interference with the already existing 12 channels." But, it was emphasized, this "general policy" could be followed, and any necessary adjustments would be "minor." In the list "c" indicates community channel or station. The list follows.

State City	Aprox. pop. in 500 uv/m Contour (thousands)	5-6-48 FCC Channels Channel No.	Add. Channels recommended by DuMont Channel No.	New Total Quantity
Alabama				
Anniston	96	6c	C	1,1c
Gadsden	335	5c	A	1,1c
Arkansas				
Hot Springs	150	13	A	2
California				
Riverside	940	--	A,C	2
Sacramento	320	3,6,10	--	3
San Jose	1535	13	E	2
Santa Barbara	118	6	B	2
Stockton	419	8,12	--	2
Connecticut				
Bridgeport	1785	--	C	1
Hartford-New Britain	1830	8,10	--	2
New Haven	1320	6	--	1
Waterbury	1848	12	--	1
New London	983	0	F	1
Delaware				
Wilmington	880	7c	Cc	2c
District of Columbia				
Washington	1353	4,5,7,9	Hc	5
Florida				
Daytona Beach	87	7	E	2
Gainesville-Ocala	121*	--	A,C	2
Lakeland-Plant City	252	12	B	2
Orlando	161	3,10	--	2
Pensacola	122	7,13	--	2
Georgia				
Atlanta	784	2,5,8,11	--	4
Augusta	288	6,12	--	2
Columbus	276	3,12	--	2
Illinois				
Belleville	1526	11c	I	1c
Champaign-Urbana	300	5c,11c	--	2c
Danville	217	9c	Ec	1,1c
Decatur	363	2	H	2
Galesburg	448	7c	C	1,1c
Kankakee	545	--	B,D	2
Peoria	344	3,6,12	--	3
Quincy-Iowa City	216	11	--	1
Rockford	502	12	E	2
Springfield	372	8,10	--	2
Indiana				
Bloomington	337	10	F	2
Evansville	389	2,11	--	2
Lafayette	272	13c	G	1,1c
Muncie	538	--	H,Fc	2
South Bend-Elkhart	554	10c,12c	E	1,2c
Terre Haute	241	4,7	--	2
Kokomo	450	--	A,Cc	2
Iowa				
Burlington	262	13	F	2
Cedar Rapids	274	7	D	2
Iowa City-Quincy	276	11	--	1
Mason City	220	3	H	2
Ottumwa	214	8,10	--	2
Waterloo	173	6,13	--	2
Kansas				
Hutchison	240	7,11	--	2
Salina	132	6	B	2
Topeka	191	11,13	--	2
Kentucky				
Louisville	640	5,9,13	--	3
Owensboro	325	6,9	--	2
Paducah	292	10	B	2

(Continued on page 66)

AM FM TV | WHIO, Dayton plans to offer you all three

WHIO-AM has long been the standout station in Dayton among both listeners and radio advertisers. BMB and Hooper reports show most folks in Dayton and Miami Valley listen to WHIO. Fine programs, originated both locally and by CBS, accurate newscasts, plus *real* public service keep WHIO *first* among Dayton stations.

WHIO-FM, Dayton's first FM station, has been winning friends (and customers, too) since March first of this year. As soon as new transmitter equipment is available, WHIO-FM will broadcast with an effective power of 20,000 watts. No program duplication here. WHIO-FM offers listeners an entirely separate program fare, including baseball games and other sports broadcasts, news, music, and many other outstanding programs.

WHIO-TV will be a reality before 1948 draws to a close. All the experience, knowledge of market and program know-how which go to make WHIO-AM and WHIO-FM first in the Dayton and Miami Valley market will be available for WHIO-TV. Then WHIO will offer you *all three* for your complete sales coverage of this valuable market . . . with AM, FM, and TV.

WHIO
DAYTON, OHIO
AM • FM • TV

5000 WATTS AM
BASIC CBS

NEWS: UP, AP, INS

G. P. Hollingbery Company
Representatives
Harry E. Cummings
Southeastern Representative

WFLA NBC AFFILIATE
WFLA-FM
The Tampa Tribune Stations
National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.
TAMPA

You'll never sell St. Louis with WFLA

but...

when you want to sell the prosperous Tampa-St. Petersburg market, remember WFLA delivers MORE listeners — 26% more than its nearest competitor weekday mornings . . . 17% more, afternoons . . . and 48% more, evenings.° And now WFLA-FM makes available ALL local and NBC programs, sponsored and sustaining, to an estimated 100,000 additional prospects in south and central Florida.

°Based on March-April, 1948 Hooper index.

Feature of the Week

Part of the Greenville delegation boasts (l to r, rear row) R. Bradley, wholesale grocer; Ray Cline, newspaper advertising manager; C. Bradley, grocery partner. Second row starts with an unidentified character; Robert Edsall, postmaster; Dr. Robert Rice, Greenville board chairman. Modern gentleman (lower left) is Dr. Dunbar, WKZO, interviewing Rev. Johnson, Greenville minister.

WKZO Kalamazoo, Mich., is promoting and offering prizes in a three-city whisker growing contest. The competing communities are Marshall, Vicksburg and Greenville, Mich., all of which are celebrating centennials this summer.

In each town a barber has agreed to conduct weekly measurements to a 16th of an inch, reporting the best beard length of the week to the WKZO newsroom. Information is included on WKZO's *What's Doing in Western Michigan* program each Sunday and other programs.

The stunt originated following a challenge on the air from the men of Greenville to the men of Marshall. The men of Vicksburg later were invited to enter the beard competition. Contest will end in mid-August.

WKZO will award $50 as first prize to the winner. Second prize will be $15, and there will also be a consolation prize not yet announced.

On All Accounts

LONG before his association with radio, John Redmond Sheehan, newly appointed director of radio and television for Buchanan & Co., New York, already had more than a middling acquaintance with aerials, receivers and bands. But in his pre-wireless case the "aerial" was a sporting euphemism for the forward pass; the "receiver," the squatting figure behind home plate on a baseball diamond; and the "band" was a musical group that played with less frequency than enthusiam.

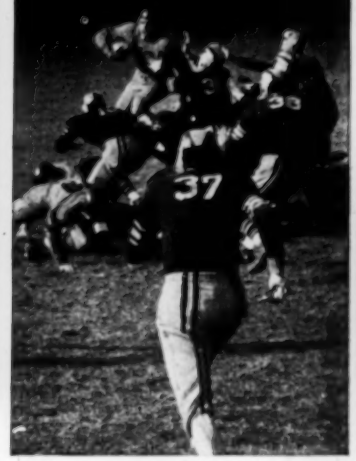
The Sheehan Story began in Schenectady, N. Y., where John was born on May 29, 1902. After graduation from the local high school he attended Union College in Schenectady where he majored in English. It was while at college that he led a dance band to help finance his way through school, supplementing his resources with flings at semi-pro baseball and football. Later he dropped these extra-curriculars to take over his father's contract business, after the latter's death, carrying on while he was still going to school. After graduation he became an officer of the Rotary Club and helped organize boys' clubs for about two years until Tom Lewis, formerly radio head of Y & R and a schoolmate of his, convinced him that radio was probably here to stay.

JOHN

John Sheehan got his first broadcasting job as a staff vocalist on WGY Schenectady. There his executive ability soon became manifest and before long Mr. Sheehan was doing less vocalizing and more industrial harmonizing as assistant station manager, member of the program planning board and

(*Continued on page 65*)

FOOTBALL



Broadcasts of all University of Maryland games now available on

WWDC

Interest is high in the University of Maryland games in the whole Washington area. Last year this great team lost only two games and played in the 'Gator Bowl. This year's team will probably be unbeaten.

Ray Morgan, WWDC's ace sportscaster, will broadcast all of the U. of Md. games play-by-play.

National or regional advertisers can clear these games on a Baltimore station, as well as in other Maryland communities.

For rates and full details, call or wire WWDC or the Forjoe representative.

WWDC
AM FM - The DC Independent
Represented by
FORJOE & COMPANY

C. E. HOOPER, INC. REPORTS ON

MORNING STATION-PREFERENCES IN "IOWA PLUS"!

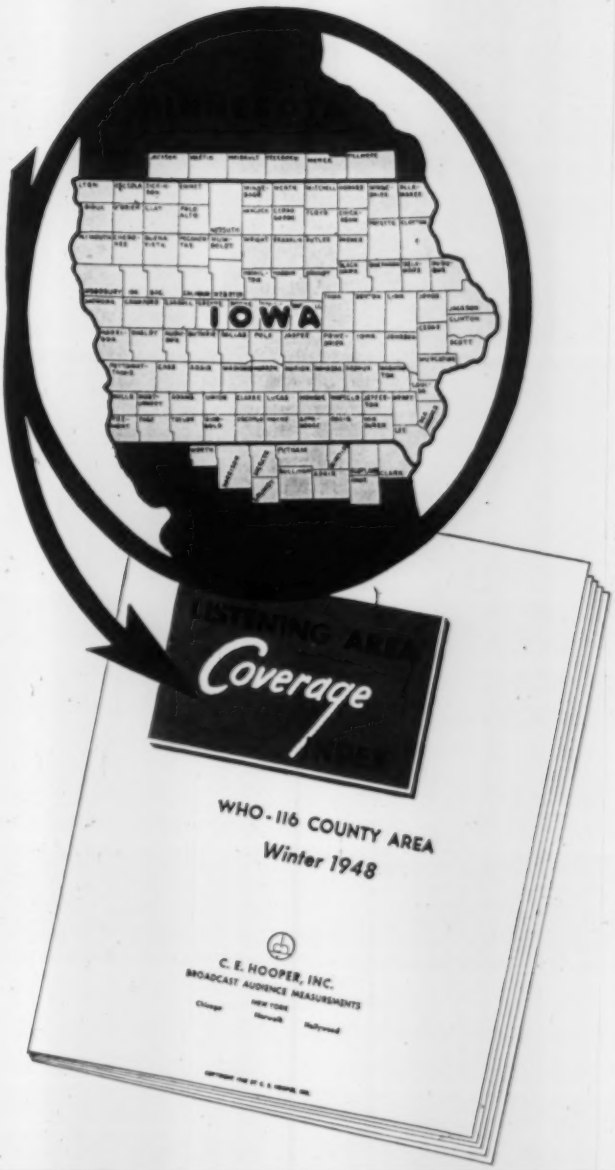
C. E. Hooper, Inc. has just released a Winter, 1948 Listening-Area Coverage Index for the 116-county area which we call "Iowa *Plus*".

The Index gives percentage of mentions for each station selected by more than 1% of the people polled. A scientifically-selected cross-section of listeners were asked "To what stations do you and your family listen most frequently or the most time?"

MORNINGS, WHO GETS 30%
NEXT STATION GETS 9%

For the period 6:00 AM-12:00 Noon, WHO was rated first by 30% of the respondents. Eight other Iowa commercial stations were selected by 1% or more of the people. The *combined* rating for *all* these eight stations totalled 31%.

Top-notch programming, outstanding public service means better values. Write for your copy of the 116-County Area Report—or ask Free & Peters.



WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

DETROIT PUBLIC LIBRARY

He Has a Barrel of Fun with Crabs, Crustacean and Bureaucratic

Whether crabbing at his Maryland farm on the Patuxent River or crusading as a protector of the public interest in Washington, D. C., he devotes his enormous vigor to the cause at hand. His campaigns against clumsy or inept bureaucrats are severe but conscientiously fair. And his showmanship is such that radio listeners are kept interested in the continuity of his broadcasts.

As a result his program consistently rates high with listeners and advertisers. Currently sponsored on 304 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 475 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

Agencies

CLARK BROWN, media director of Harry B. Cohen Adv., New York, resigns to join Gardner Adv., St. Louis, as director of radio and television.

WILLIAM TUEBNER, formerly with McCann-Erickson and Norman A. Mack, named production manager of Hiram Ashe Adv. Assoc., New York.

JULES KOPP, CHARLES SHAW, MIRIAM DRYZER and MARY O'BRIEN join David S. Hillman, Los Angeles—Mr. Kopp as art director; Mr. Shaw, production manager; Miss Dryzer, in copy department; Miss O'Brien in media.

H. W. HAUPTMAN Adv., formed at 19 E. 48th St., New York, by **H. W. HAUPTMAN**, former general manager of Edwin Freed Adv. Corp., New York. New accounts include Jewel Radio Corp., New York.

EDWARD A. ALTSHULER, former radio director for Ross, Gardner & White, Los Angeles, joins Snowden Chemical Co., that city, as advertising director.

SCOTT-TELANDER Adv., Milwaukee, partnership dissolved and name changed to **SCOTT Inc.** Address still 411 E. Mason St.

NORTON JONATHAN, former account executive and radio consultant of Jos. W. Hicks Organization and director of special events of WJJD Chicago, joined C. C. Fogarty Co., Chicago.

FRANK W. O'BRIEN, former account executive of McCann-Erickson Inc., San Francisco, joined Buchanan & Co. Inc., Los Angeles, in same capacity.

VAN AUKEN & RAGLAND, Chicago, changed name to **VAN AUKEN, RAGLAND & STEVENS**, with addition of **BYRON F. STEVENS** to firm.

FREDERICK B. RYAN Jr., president of Ruthrauff & Ryan Inc., elected to board of directors of Advertising Research Foundation. He succeeds **WILLIAM G. PALMER**, vice president of J. Walter Thompson Co.

JAMES B. LESTER, former head of his own agency, joins Smith, Bull & McCreery Adv., Hollywood, as account executive.

GEORGE W. SPEYER, director of mechanical production of J. Walter Thompson Co., Chicago, for more than 25 years, retired July 1.

LAMB, SMITH & KEEN Inc. Adv., Philadelphia, changed name to **LAMB & KEEN Inc.** James G. Lamb and Kennard G. Keen Jr. head firm.

RICHARD BUSS, former account executive of Klingelsmith & Co., Los Angeles, joins Western Adv. Inc., that city, in same capacity.

KEITH H. EVANS, resigns as vice president and account executive of Western Adv., Los Angeles, to establish publishers' representatives' firm, same city.

WILLIAM E. MACKE, 20-year radio veteran, appointed advertising manager of Zenith Radio Corp., Chicago, will be in charge of coordinating advertising and sales promotion activities.

CAL KUHL, vice-president of J. Walter Thompson Co., Hollywood, is in New York for one month producing *Kraft Television Theater.*

BOB DAVIS, radio director of Carl Byoir & Assoc. and former publicity director of WNBC New York, and Virginia Todahl, designer, were married June 25 in New York.

JOAN CARLSON joins writing staff of Morris & Cain, Hollywood.

HARRY HARKINS, salesman of Katz Agency, Atlanta office, is father of a girl, Cheron Anita.

CLAIRE CARI-CARI, director of station relations for Gardner Adv. Co., St. Louis, and William J. Bagley Jr., have announced their marriage.

SAN DIEGO ASSN. of ADVERTISING AGENCIES elected Norman R. Barnes, Barnes-Chase Co., chairman; William P. Schramm, Armstrong, Requa & Assoc., vice chairman, and Muriel Tolle, Tolle Co., secretary-treasurer.

WROL

YOUR BEST BUY . . . BY FAR IN KNOXVILLE

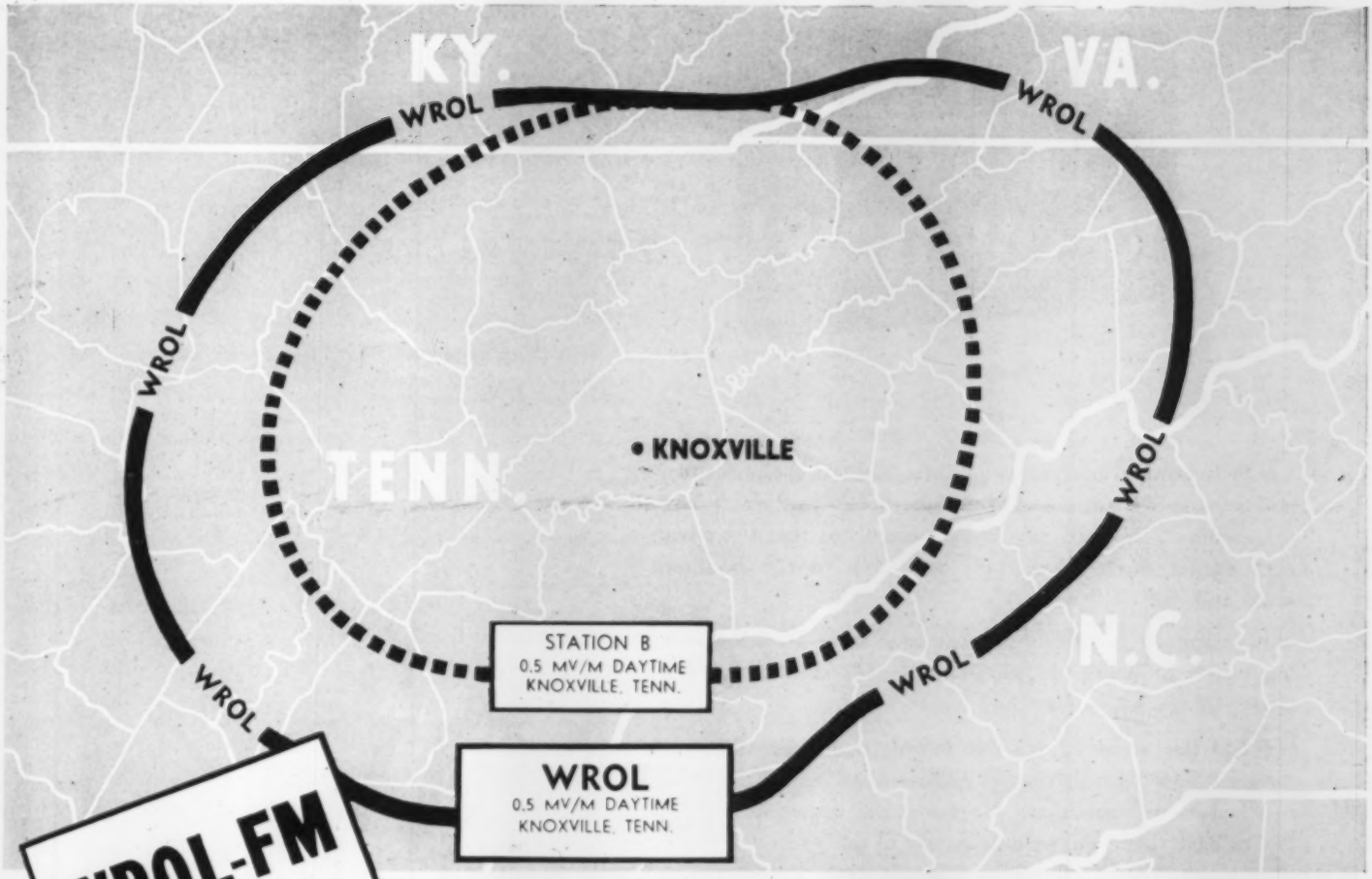
620 KC 5,000 WATTS

- **Greater Coverage**
- **Greater Audience**
- **Lower Cost**

	WROL	STATION "B"	STATION "C"	STATION "D"	STATION "E"
7 A.M.-7 P.M.* Monday thru Friday	**37.5**	30.7	17.9	7.3	6.3
Delivered Radio Homes per Dollar Cost **	**750**	490	480	225	148

*Based on the second quarter report of "The Knoxville Radio Research Study" sponsored by the radio stations of Knoxville and conducted by Bernice M. O'Connor, Supervisor, and Dr. E. E. Garrison, Associate Professor Marketing, School of Business Administration, University of Tennessee, covering the months of April, May, and June 1948 with a total of 43,200 coincidental telephone calls.

**The cost per Knoxville listening home is approximated by assuming 40,000 radio homes in Knox county and using the single time 15 minutes published card rate.



WROL-FM
97.3 MG.
CHANNEL
247
76,000 WATTS

John Blair & Company
National Advertising Representatives

Harry Cummings
Jacksonville, Fla., Southeastern Advertising Rep.

NBC FOR EAST TENNESSEE

IT'S EASY, IF YOU KNOW HOW!

SOME national advertisers get little business in the South—and mistakenly assume that Southerners "just don't have the income". Actually, the reason usually is that the advertiser simply doesn't know the approach to the Southern mind and ear.

The people in KWKH's daytime area have an actual buying power of nearly $3,000,000,000. It's easy to get your share—if you know how . . .

KWKH has spent 22 years in learning what our Southern listeners want to hear on the radio—what makes them buy radio-advertised products. *We know the answers.* If you'd like to have them too, we'd be happy to tell you.

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*
Dean Upson, *Commercial Manager*

BROADCASTING
TELECASTING

Vol. 35, No. 1 WASHINGTON, D. C., JULY 5, 1948 $7.00 A YEAR—25c A COPY

DENNY NBC's EXECUTIVE V. P.

Margraf New Counsel

By SOL TAISHOFF

ELEVATION of Charles R. Denny, 36 year-old former FCC chairman to the executive vice presidency of NBC, after eight months as its vice president and general counsel, was announced last Friday by Niles Trammell, NBC president.

Mr. Denny's promotion to second-in-command is in succession to Frank E. Mullen, who resigned last May after 22 years with RCA-NBC to become president of the G. A. Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles). The appointment was approved by the NBC board of directors at its regular meeting Friday upon motion of Mr. Trammell and of David Sarnoff, RCA chairman and president, who is also chairman of the NBC board.

Simultaneously the board announced promotion of 33 year-old Gustav B. Margraf, for the past six years Washington attorney for NBC, to the post of vice president and general counsel, succeeding Mr. Denny.

David C. Adams, assistant general counsel and former FCC attorney under Mr. Denny, was named vice president and general attorney of RCA Communications Inc. Mr. Adams, who was one of the FCC's top attorneys in the common carrier field, moved to NBC with Mr. Denny last fall. He was strongly urged to take the RCA post by top officials, including Gen. Sarnoff because of the importance of international communications in the world picture and the impending Senate inquiry in this field. Mr. Adams succeeds Glen McDaniel who was elected vice president of RCA, parent company, and will serve on Gen. Sarnoff's staff.

Mr. Denny's promotion is in tempo with his meteoric rise in law, government administration and industry since he left Harvard Law School in 1936. He joined the FCC in 1942 as an assistant general counsel; became general counsel eight months later; was elevated to a commissionership in March 1945 and became chairman in December 1946 after having served as acting chairman the preceding nine months.

Started at $35,000

Mr. Denny joined NBC on Nov. 15 at a reported salary of $35,000, after he had served as chairman of the three International Telecommunications Conferences in Atlantic City last year, in addition to his FCC status. His stipend at the FCC was $10,000. While no announcement was made of his salary as executive vice president, it is believed to be in the neighborhood of $50,000.

Mr. Denny as he testified at last month's 'Voice of America' hearings in Washington.

At 36, Mr. Denny becomes the youngest senior executive in network radio. Robert Kintner, executive vice president of ABC, a former top-flight newspaper columnist is 39, while Joseph H. Ream, CBS executive vice president, is 44 and Robert D. Swezey, vice president and general manager of MBS, is 42.

When Mr. Mullen resigned last May, Mr. Trammell effected a reorganization of the top echelon of the network, with a battery of administrative vice presidents named to supervise day-to-day operations. Sidney N. Strotz, West Coast vice president, was elevated to an administrative vice presidency with primary duties in television. Because Mr. Strotz desired to return to his Hollywood duties, it was understood he was eliminated from consideration for the Mullen successorship for which he had been recommended.

Gen. Sarnoff, it was reliably understood, felt that President Trammell should not burden himself with a return to daily operational matters and should devote his primary energies to overall policy direction. Because of Mr. Denny's demonstrated executive and administrative abilities, it is understood the young attorney was Gen. Sarnoff's preference for the post.

In his new post, Mr. Denny will supervise all aspects of NBC's operations, reporting directly to Mr. Trammell. All other officers of the company will report to him as second in command. In addition to Mr. Strotz, the administrative vice presidents are John H. MacDonald, in charge of operations and finance; Harry C. Kopf in charge of sales, and Brig. Gen. Ken R. Dyke in charge of programs. From the day of his appointment, Mr. Denny also sat on the policy level

(*Continued on page 48*)

Mr. MARGRAF

TV UPHEAVAL?

Willoughby Talk Creates Stir

By RUFUS CRATER

CONSTERNATION spread through broadcasting and telecasting circles last week in the wake of an off-the-cuff observation by John A. Willoughby, FCC's acting chief engineer, that the lower end of the present television band may be wiped out within two years.

Mr. Willoughby's forecast, voiced in an informal talk at the organization meeting of the South Carolina Broadcasters Assn. at Myrtle Beach [BROADCASTING, June 28], provided fuel for the flame of unofficial speculation that has centered on that very prospect in recent weeks [CLOSED CIRCUIT, June 17].

Speaking before broadcasters in his home state—and he made plain that he was giving his personal opinion and was not speaking for the Commission—Mr. Willoughby cautioned them against financial and other hazards that he saw in television. He said it was his opinion that:

- **Color television will be here commercially in perhaps two years.**
- **The lower end of the present band—Channels 2 through 6—will be or will have been deleted by about that time to make way for the fixed and mobile services.**
- **The upper end of the present band—Channels 7 through 13—will be used for television for a much longer time (perhaps 10 years or more), but they will be used for "low-definition" television while the upstairs area above 500 mc will be used for high-definition black-and-white and color.**

The Commission, conceding that television's present 12 channels are inadequate, has called a hearing to start Sept. 20 on the feasibility of commercial use of the 475-890 mc area, now assigned to television on an experimental basis.

Mr. Willoughby was asked from the floor whether, according to his views, a television station beginning operation on one of the lower channels during the next two years would be faced with loss of its investment in transmitter and antenna equipment. He reportedly replied in the affirmative.

He said that if the lower half-

(*Continued on page 50*)

GOP PLANS

May Name Campaign Agency Soon

PROBABILITY that within a fortnight the Republican National Committee would announce appointment of an agency to handle the GOP campaign and also that radio and publicity directors for Gov. Dewey would be chosen appeared likely Thursday as the Presidential nominee returned to Albany from his Pawling, N. Y., farm for the first time since his nomination.

In the forefront of agency possibilities loomed Albert Frank-Guenther Law Inc., New York firm, though a high agency spokesman, who declined to be quoted directly, preferred to regard the appointment "hopefully" rather than as definitely assured. "We are patiently awaiting the decision," he told BROADCASTING.

He said preliminary talks had been held but that further discussions between committee heads and the agency were temporarily at a standstill pending recovery of the politicos from the "strenuousness" of the Convention. He indicated, however, decision would come within 10 days, possibly this weekend.

Announcements relative to both appointment of an agency and selection of radio and publicity directors were expected to coincide with the opening of party offices in New York, also within a fortnight, though the Republican State Committee headquarters in New York indicated a later date, probably mid-August.

Three Under Consideration

Three personalities are being considered for the radio director's post, it is understood, with the "natural" and likely choice being Ford Bond, radio advisor to Gov. Dewey for several years.

Authority for that belief is James Hagerty, executive assistant to the Governor. He told BROADCASTING that while no such appointment had been officially made, "it is my understanding that Mr. Bond will fill that capacity, since he has been his advisor these past years." He added that it was "still too early" to comment on Republican campaign plans, which would not be forthcoming until after the Democratic Convention.

Mr. Bond, who heads his own production firm in New York, is well known in radio. For years he has been a top-flight network announcer. With respect to his advisory association with Gov. Dewey, whom he has known for many years, Mr. Bond has served the cause of the GOP nominee in primary campaigns held in four states since 1942. With the exception of 1944, when he was so engaged, he has not operated "openly"—that is, on the airwaves—for that cause. This year would be no exception, he told BROADCASTING, in the event he is chosen, though he declined to comment on his availability for the post.

Remaining possibilities, it is understood, centered around two personalities with advertising agency backgrounds. Their identities could not be learned. It was believed that official appointment of the radio director would follow that of a publicity director. Hal Keller, of the Dept. of Commerce in Albany, was considered a likely possibility for the latter position.

Selection of Albert Frank-Guenther Law as GOP agency would not come as a surprise. The firm had been handling activities for the GOP nominee since Oct. 17, 1947, when it drew the assignment from certain New York interests, "friends of Gov. Dewey not members of the Republican National Committee itself." The account lapsed with the recent convention, the spokesman said. GOP activities in the 1944 Presidential campaign were handled by Duane Jones, New York.

CODE ACCORD

Networks Promise NAB Early Compliance

TOP executives of the major networks last week assured Justin Miller, NAB president, that their stations would be following the new NAB Standards of Practice in every detail by next Jan. 1.

The assurances were given at a Thurday night meeting in the Waldorf-Astoria, New York, and attended by Judge Miller, the presidents of the four networks and some of their top lieutenants.

A statement issued by Judge Miller after the conference said in part: "The Standards of Practice for broadcasters of the United States adopted by the NAB at its Los Angeles convention in May are presently in effect on all four national networks, subject only to certain required changes in program operations all of which will be completed by Jan. 1, 1949."

Although the "certain required changes" were not identified officially, it was learned the networks will make some revisions in commercial time practices, particularly during daylight hours, and in policing cow-catcher and hitch-hike announcements in order to conform to the code. An interpretation of whether certain give-away shows now on the air constituted violations of code provisions against audience buying would also be necessary, it was said.

It was pointed out that the networks, in the main, would have to make less severe revisions of current policies than would many individual stations to meet code requirements. Such changes, however, could not be made immediately owing to the long-term nature of many contracts between networks and sponsors. Deadline for adoption of the Standards of Practice, specified by the NAB board is May 19, 1949. The networks assured Judge Miller they would beat the deadline by five months.

It was understood that mutual discussions would be held among the networks looking toward unified interpretation and pursuit of the code. One network official pointed out that quadripartite agreement was necessary to preclude use of the code as a competitive weapon.

One code provision—that concerning cow-catcher and hitch-hike announcements—will give some trouble to the networks since many sponsors have used this technique to advertise secondary products immediately before or after programs reserved for primary products. The code specifies that such secondary advertising is to be included in the format of the program itself.

Those present at the Thurday meeting were Judge Miller; Harold Fair, director, NAB Program Dept.; Robert K. Richards, NAB director of public relations; Mark Woods, president of ABC; Robert Saudek, vice president of ABC; Frank Stanton, president of CBS; Joseph H. Ream, executive vice president and secretary of CBS; Edgar Kobak, president of MBS; Robert D. Swezey, vice president and general manager of MBS; Niles Trammell, president of NBC, and Ken Dyke, administrative vice president of NBC.

Drawn for BROADCASTING by Sid Hix

"The professor's tired of AM, FM, TV, facsimile, HIFAM and Stratovision, so he's working on static modulation. He calls it MAXI-HUM."

In This Issue . . .

Denny, Margraf Promoted	21
Downstairs TV Upheaval?	21
GOP to Name Agency Soon	22
Networks, NAB Meet on Code	22
Port Huron Decision Reaffirmed	23
Industry Offering Defense Advice	23
Alger and the $20,000 Question	24
Radio Takes Warren to the People	24
TV Allocation Hearings	25
San Francisco TV Hearings	27
NBC Increases TV Rates	27
House Probe of FCC Underway	28
Video at GOP Convention	29
See More Coverage at Demo Conclave	29
ABC Policy on Political Talks	30
Theatre TV Case	32

'Stop Music' Stops Fred Allen Hooper

FRED ALLEN, whose durable whimsy has long been the top network audience attraction at the time of his show, last week received the shuddering news that listeners had deserted him in droves in eager fervor to get in on loot offered by a give-away program on ABC.

Mr. Allen's program, until recently a consistent occupant of the select top 15 Hooperating shows, had dropped to 38th place. *Stop the Music*, opposite him on ABC, had soared to second place.

The comedian's rating for his Sunday show, 8:30-9 p.m., June 20, was 7.7, or less than some daytime soap operas earn. *Stop the Music* at the same time, Sun. 8-9 p.m., got a Hooperating of 13.5 in one quarter hour, or enough to boost it into second place among all network programs.

Mr. Allen was resting at a comfortable Hooper level—ninth place with a 16.3 rating—on his broadcast of May 16, a week before sponsorship of *Stop the Music* began, but a week later, he plummeted to 36th place with an 8.7. *Stop the Music*, that same Sunday, got a 10.1 Hooperating and was in 19th place.

PORT HURON DECISION

Adopted With Minor Changes

FCC ADOPTED its highly controversial interpretation of the political-broadcast law last week, writing into effect its previously tentative "Port Huron" decision except for minor changes that had been predicted [BROADCASTING, June 21].

The decision, coming on the eve of the national political campaigns, was designed to guide broadcasters in their handling of a perennially troublesome problem. But the first reaction of private radio attorneys, appraising the decision for their clients, was that it may prove more confusing than clarifying.

In its final version the interpretation was modified to note that stations are not "necessarily" powerless to prevent the broadcast of profane, indecent, and obscene language and any other material forbidden by federal law. Further, instead of holding flatly that stations will be relieved of liability in event of damage suits arising out of uncensored political broadcasts, the final decision says "it would appear" that they will be.

Otherwise there were no material changes from the views enunciated by the majority in the proposed decision [BROADCASTING, Feb. 2]. The decision holds:

1. Stations may not censor political broadcasts because of allegedly libelous or slanderous material contained in them;

2. Because stations may not censor, "it would appear" that they will be relieved of responsibility for libelous or slanderous remarks thus broadcast in political speeches;

3. To cancel a scheduled political speech because of material which it contains is censorship, whether other speeches have been carried in that campaign or not.

Even Greater Split

The Commission was even more divided on the final decision than on the original proposal.

The only point of complete unanimity was on the grant of renewal to WHLS Port Huron, Mich., whose experiences in a 1945 municipal campaign formed the peg on which FCC hung its interpretation of the law.

As in the proposed decision, the majority ruled that WHLS had erred but apparently had not deliberately done so, that there has been no clear guide for broadcasters in the past, and that therefore the station's license should be renewed.

Comr. Robert F. Jones renewed his heated and lengthy condemnation of the majority views as "dicta" and "judicial legislation" which were uncalled for in this case and for which the Commission had no legal authority in any circumstances. He contended WHLS violated no law in the first place and should have been given renewal by simple order.

Comr. George E. Sterling, who had subscribed to the proposed decision without reservation, held in the final version that WHLS was not guilty of censorship. He agreed with the majority that the law forbids censorship for libel or slander, but felt that "because of the confusion that exists, the intent of Congress on this matter should be spelled out in clear and unmistakable terms."

Comr. Rosel H. Hyde clung to his original view that WHLS violated the political section of the Act (Sec. 315), and that censorship "for any reason whatsoever" is forbidden. But again he took no position on the question whether licensees will be held responsible for libelous or slanderous remarks, feeling that this "is a matter for decision by Congress or the courts and not by the Commission."

Chairman Wayne Coy and retiring Comr. Clifford J. Durr subscribed fully to the majority views. Comrs. Paul A. Walker and E. M. Webster, on international assignments in Europe, did not participate.

Sec. 315 Backdown

The majority's one clear backdown from its original views followed a passage holding that "the prohibition of Sec. 315 against any censorship by licensees of political speeches by candidates for office is absolute, and no exception exists in the case of material which is either libelous or might tend to involve the station in an action for damages." The following new passage was added:

In reaching this conclusion, however, we hold merely that the censorship prohibited under Sec. 315 of the Communications Act includes the refusal to broadcast a speech or part of a speech by a candidate for public office because of the allegedly libelous or slanderous content of the speech.

Nothing in this opinion is intended to indicate that a licensee is necessarily without power to prevent the broadcast of statements or utterances in violation of the provisions of the Communications Act or any other federal law on broadcasts coming within the requirements of Sec. 315 of the Communications Act.

Comr. Jones charged that the new language "serves only to create confusion and to hold forth both promise and threat." Actually, he said, it is "without legal effect." He explained:

. . . it merely states that this decision is not intended to indicate that a licensee is "necessarily" without power to prevent the broadcast of statements which violate the Communications Act or other federal law. There is no finding that a licensee "does" possess such power and in the absence of such an affirmative interpretation of the word "censorship," it must be concluded that the finding that the prohibition against censorship in these matters is "absolute," is final and all inclusive . . .

Claims Licensees' Rights

Maintaining that FCC's duty is "to clarify and not confuse," Mr. Jones argued that licensees are "entitled to rules and regulations properly adopted in accordance with the Communications Act and the Administrative Procedure Act which interpret the word 'censorship' as used in Sec. 315 so that they might know what to do when any kind of situation is presented to them." He continued:

Therefore, and so long as the word "censorship" is interpreted as "absolute" and this interpretation is unqualified by any meaningful finding by the Commission, it must follow that the dicta of the majority decision still directs that any and all candidates as defined by Sec. 315 and extended by Sec. 3.422 of the Commission's Rules and Regulations are free to broadcast anything and everything over the broadcast facilities of this country. Let us see how a subversive may take advantage of this concept of the majority.

Referring to the majority's revised wording on the subject of licensee responsibility for damages, Mr. Jones declared:

The ruling of the majority in the proposed decision held that the licensee

(*Continued on page 50*)

3 Vice-Presidents Elected by L&M

Mr. KEVESON Mr. DOUGHTEN

LENNEN & MITCHELL INC., New York, last Thursday announced the appointment of three vice-presidents. They are Thomas P. Doughten, executive assistant to Ray Vir Den, president of the agency; Daniel M. Daley, Jr., account executive; Peter V. Keveson, radio copy chief.

Mr. Doughten has been associated with Lennen & Mitchell since October 1944. He served as manager of radio department from Jan. 1, 1947, until June 14 this year, when he was named executive assistant. Before joining L&M he was with Young & Rubicam for eight years.

Mr. Daley joined L & M in March 1938, after spending nine years with Lord & Thomas, now Foote, Cone & Belding.

Mr. Keveson joined the copy department of L & M in October 1944. He was named radio copy chief in 1946. Before joining L & M he was with the copy departments of BBDO and the Biow Co. Mr. Keveson is also a member of the Lennen & Mitchell plans board.

DEFENSE

10 Broadcasters on Committee

By J. FRANK BEATTY

SWIFT blueprinting of the key role broadcasting will take in case of attack by an enemy power will get under way this week.

Spokesmen for AM, FM and television segments of the industry will meet at the Pentagon at 9 a.m., Friday, July 9, to advise the Office of Civil Defense Planning on the broadcasting part in the overall picture. OCDP was named last spring to handle the civilian problem in case of invasion.

Serving on the advisory committee, named last week by NAB President Justin Miller, will be 10 broadcasters, some of whom had important Washington roles in World War II.

Speedy action is desired by Secretary of Defense James Forrestal, it is understood. Secretary Forrestal will be given a blueprint of radio's suggested defense role. It is to be in his hands July 31, and then will be dovetailed into the overall military planning.

Named by President Miller to serve on the committee for AM broadcasters were J. Harold Ryan, Fort Industry Co., former NAB president and wartime Assistant Director of Censorship, Broadcasting Division; John E. Fetzer, WKZO Kalamazoo, Mich., who succeeded to the Censorship post when Mr. Ryan returned to private industry late in the war; James M. LeGate, WIOD Miami; Edward W. Breen, KVFD Fort Dodge, Ia., NAB board member.

For FM—Everett L. Dillard, WASH Washington, FM Assn. president; John Shepard 3d, WGTR Boston and Yankee Network; Leonard L. Asch, WBCA Schenectady.

For TV—Jack R. Poppele, WOR New York; president of Television Broadcasters Assn.; Carleton D. Smith, NBC; William C. Eddy, WBKB Chicago.

Serving as NAB liaison will be Robert K. Richards, director of public relations.

Though the Dept. of Defense is moving quickly in setting up the civil defense blueprint, it was made clear at the Pentagon that the

(*Continued on page 54*)

WARREN REPORT

Air Personality Tops

By DAVE GLICKMAN

RADIO has been a vital source of direct contact for Gov. Earl Warren with the voters of California via his monthly *Report to the People*, originated through KFBK Sacramento and aired by ABC stations in the state.

Started in September 1945, the program has been very similar to the personal report quality made famous by the late FDR. In fact there are many Californians who believe that the Republican vice-presidential candidate is the best radio voice to come along since Roosevelt. [Editor's Note: The radio consensus in the East is that GOP Presidential nominee Dewey is the best radio voice since FDR. With Dewey and Warren it would appear the Republicans have an all-star radio battery.]

Sensitive to the pull of radio, he has always been an exponent of equal news rights for radio, affording radio reporters the same access to all his conferences as newspapermen. Good evidence of this was shown some months ago when, over protest of newspaper reporters, he permitted radio newsmen to tape record his reading of the full text of his letter announcing acceptance of his candidacy for the Presidency.

Gov. Warren (l) is interviewed by Don Searle, ABC Western Division vice president.

Quick to Speak

Further, he has never hesitated to participate in radio round-tables or other program formats when he felt that there was something to be said by the office of the top California executive.

Several months ago, Gov. Warren readily exposed himself to a grilling by the press via MBS *Meet the Press* program when it originated from Los Angeles. Straight-forward and direct, he left the press thoroughly convinced that he was a man big enough to meet national problems without ducking key issues.

Gov. Warren is at ease before the mike. He times himself out nicely and is familiar with all production cues, according to radio men who have worked with him. Once oratorical, he has toned down with experience. Friendly, with a warm human voice, he doesn't go in for eloquence or flowery speeches. He speaks in a direct conversational sort of way. He is described by radio men as "cooperative" and "easy to work with."

As the hard-hitting District Attorney of Alameda County, he took to the air on many occasions in the early '30s to expose graft and corruption in Oakland. Using radio extensively in his campaign, he first came into national political prominence when he won the governorship of California in 1942 from Democrat Culbert L. Olson, in spite of the fact that three out of five of the state's voters were registered Democrats. His re-election, again with help of radio, in 1946, made state history. He won both Republican and Democratic nominations.

An advocate of free radio as well as free press, he has maintained that policy throughout his career.

At an informal session after "Meet the Press" broadcast Gov. Warren (l) chats with (l to r) Manchester Boddy, "Los Angeles Daily News" publisher; Bill Payette, L.A. bureau chief of UP; Lawrence Spivak, "American Mercury" editor; Carl Greenburg, "Los Angeles Examiner" political editor.

MR. ALGER WAS WRONG

Radio Fortunes Prove Easier

By JOHN OSBON

TO the archetypes of American success—the immigrant boy who by industry and ambition became a tycoon, the child of poverty who forged west to build an empire, the mannered youth who married the boss' daughter—someone new has been added. Future historians who can write of 1948 without gagging will mention another party to riches—the radio give-away show.

Last week a Manhattan cabbie's wife qualified as the involuntary heroine of such a triumph. Mrs. Milton Farber was struck with the hard, bright lightning of *Stop the Music*, ABC's munificent charity. She won $20,000 in cash and merchandise for correctly identifying a "mystery" tune as "Get Out of the Wilderness," advice which seems pertinent to radio program creators these days.

Mrs. Farber, who swears she likes to listen to all kinds of radio programs, even those which do not give anything away, was the first of several score listeners to call the tune. *Stop the Music* has telephoned a handful of them on each broadcast as the loot piled up, awaiting the discovery of one who knew the tune's title. When Bert Parks, m.c. of the show, phoned Mrs. Farber, she popped the $20,000 answer although "my knees were buckling all over."

The 42 year-old Manhattan woman is an avid nighttime radio listener, as is her husband, Milton, when he isn't cruising the streets for the Crystal Cab Corp. Queried by a BROADCASTING reporter as to their listening habits, Mrs. Farber replied: "We like mystery shows—we don't miss any of them." She ran down the list of *Boston Blackie*, *Mr. District Attorney*, *Green Hornet*, *Famous Jury Trials* and *Inner Sanctum*, to name a few. *Lux Theater* and *My Friend Irma*, in the drama field, also are high on their listening list. Mrs. Farber's particular favorite is Jack Smith ("who has all the personality in the world") and for comedy she'll take Eddie Cantor.

In Lower Manhattan

The Farbers have an apartment in Knickerbocker Village, lower Manhattan. Were it not for the towering apartment structure, the Brooklyn bridge—a prize somehow omitted in the galaxy of give-aways—would be plainly visible in the east.

As it was, the list was all-embracing: a $1,000 U. S. savings bond, trailer coach, two suites of bedroom furniture, a grandfather's clock, piano accordion, food freezer, clothes dryer, $500 worth of men's clothes, a piano, luggage and a $1,000 diamond ring. That wasn't all either. Also included were $600 worth of women's hats, a fur coat, complete home workshop, an automobile and a $2,500 television set with micro-lens projections. Thrown in was a 38-day South American luxury cruise.

Disposal of Prizes

Decision on disposal of the prizes rests with Mr. Farber, who thus far has decided only that the couple can do without the trailer and trip. But the TV set is a definite fixure on the list of items to be retained.

Mrs. Farber doesn't listen much to radio during the daytime. "There was a time I could tell you the name of every radio program on during the day," she explained. "But now between my new grandson and their television set, I can't. Seems I keep running over to their apartment all the time." The couple are dyed-in-the-video Dodger fans, but frequently catch nighttime TV programming (such as boxing) too, in addition to their favorite AM shows.

They're Florida Bound

The *Stop the Music* windfall came at a happy time. The Farbers are intending to move to Florida in the fall, and $20,000 is a nest egg big enough to hatch their future in West Palm Beach. The prize added more than crass commercialism to their heretofore mundane lives. Mr. Farber got from it a name for the service station he intends to open down there. Of course, he's going to call it the "Stop the Music" station.

Even-Air Spot Drive

EVEN-AIR SALES Inc., New York, (distributor of Even-Air puncture resistant tire compound), which has appointed Schacter & Fain Inc., New York, is planning a spot announcement campaign in New York, New England and New Jersey markets. Further details and the starting date have not been set.

TV ALLOCATIONS

First Week of Hearings Concluded

A TEDIOUS and for the most part unexciting battle between the "haves" and the "have-nots" of television channel assignments engrossed FCC last week as it waded through the first half of its mammoth hearing on new nation-wide video channel allocations.

In one of the few developments that went beyond the scope of strictly local disputes, former FCC Comr. T. A. M. Craven, of the Cowles Stations, told the Commission its hearing "is virtually a waste of time" and that the real solution is to anticipate September's high-band television hearing by announcing now that 22 channels above 480 mc will be made available along with the present 12 low-band channels.

Testimony encompassing the policy question of directional antennas in television was commenced Thursday and slated to continue Friday (see late story, page 82). The later sessions—they resume Wednesday, and are expected to be completed this week—also are slated to be enlivened by testimony on Westinghouse's Stratovision and on Du Mont's bid for the addition of eight new video channels to the present band (see TELESTATUS, page 14).

Craven Sees Remedy

Comdr. Craven, Cowles' vice president in charge of engineering, participating on behalf of Cowles' WCOP Boston, declared that "some of the immediate critical pressures" arising out of current allocations can be remedied in Boston and Washington, for example, by giving each a new channel. But, he added, "if we can accept the premise that additional channels will soon be available for commercial television, it is then not illogical to assume that the communities which cannot easily support the costly early pioneering of television operation do not actually need television channels today."

In a statement whose relevance and propriety were challenged by Commission counsel — with the Commission reserving its ruling on the question—Comdr. Craven declared that "since the objective of the proposed [channel reallocation] is an attempt to distribute too few facilities to too many communities, the only accomplishment which can come out of this hearing is to continue to provide both inadequate competition and inequitable distribution . . . to the only communities which can support economically the high cost of early pioneering in this new development."

He continued:

The Commission can start today toward the only solution of the problem which appears obvious. Reduced to the most elementary terms, all that is required is an announcement today that the Commission will make available for commercial television at least 34 channels, 12 of which will be the present channels and the remaining 22 will be above 480 mc, and that in October 1948 the Commission will issue specifications for television channels above 480 mc in precise terms.

In this connection, it should be noted that in the spectrum space now reserved for television broadcasting between 480 and 920 mc, it is possible to provide 22 channels each 20 mc wide. Thus, there is sufficient flexibility for the Commission to take any detailed course of action which it considers advisable. It would be possible to prescribe channels providing for either high-definition black-and-white or monochrome television on the present standards. It would also be possible to provide for the development of color television.

Claims Complaints Will Come

Comdr. Craven predicted that such a course would draw complaints from "vested interests who have not planned for changes in the allocation structure," from scientists who prefer to await perfection, from others who want to wait for more information, and from yet others who would like to postpone action "until someone has equipment available for sale." Yet, he said, some of these complaints may come from persons who urged the green light for television before the war, when, he said, there was less data on Channels 7-13 than there is on the 480-920 mc band today.

He contended the September high-band hearing "should not be a hearing to determine whether or not the Commission will increase the number of channels immediately available for commercial television. That is a decision which should be made now. The September hearing should be limited to the detailed technical specifications for the additional channels."

Aside from the challenge laid down by Comdr. Craven, and late-in-the-week testimony on the question of directionalized video operations, the week's sessions were in effect a series of hearings on the proposed allocations to particular areas. They covered proposed allocations on about 20 geographical areas where FCC's plan had been challenged. A total of some 40 applicants from these areas participated. It was an engineers' and lawyers' event throughout.

Mr. Cullum

Opening testimony on directional antennas was presented by Joseph Waldschmidt, consulting engineer representing Yankee Network in its bid for allocation of a channel—No. 3, 8, or 10, preferably 10—for Bridgeport, Conn. Under questioning by Thomas Dowd, Yankee legal counsel, he outlined prospective directionalized co-channel operations for Bridgeport and Springfield, Mass. He estimated a directive antenna would cost about $14,000 or $15,000 (approximately the same cost, he noted, of present antennas).

Earlier, A. Earl Cullum Jr., engineering consultant representing WHDH Boston, had testified under cross-examination by Comr. George E. Sterling that actually it is "a very tough problem" to get a non-directional television antenna. But he felt it would not be safe to "jump" into directionalized operations on a "general basis," and that even on a case-to-case basis it is necessary to consider such factors as tropospherics.

He observed at another point that actual interference between stations would not be nearly so bad as indicated in calculations based on FCC's engineering standards, which do not take directional receiving antennas into account.

Mr. Cullum, questioned by William J. Dempsey, WHDH legal counsel, proposed a reallocation of channels throughout the New England area which he said would permit a fifth channel for Boston without depriving any of the cities in FCC's allocation proposal.

There were several instances of shortening tempers as the sessions progressed. At one point Mr. Dempsey protested that "I don't know how this even begins to be a fair hearing," after FCC Assistant General Counsel Harry M. Plotkin declined to produce data on which FCC based its proposals. At another point Dwight Rorer, attorney for Cherry & Webb, Providence, protested vehemently when Mr. Plotkin attempted—in vain—to prevent acceptance of certain Cherry & Webb testimony on grounds that adequate notice had not been given.

Orrin Brown Testifies

Orrin H. Brown, president of Eitel-McCullough's affiliated Radio Diablo, outlined plans for an equipment development program which "would have as its goal the successful building of a high-power television transmitter [having] a peak power output of 50,000 w." The development program, he said, "would prove-in brand new tube types for future application to the high-power television field."

His statement was in support of Radio Diablo's bid to have the proposed allocation of Channel 12 to Stockton, Calif., deleted so Diablo can proceed with its plans for a television station on Channel 13 operating with a radiated power of 250 kw. Radio Diablo is licensee of KSBR (FM) San Bruno, characterized as having "the only 50 kw FM transmitter in scheduled operation in the regular FM broadcast band." KSBR operates with an effective radiated power of 250 kw. Maurice Jansky appeared as legal counsel.

The hearing was held before FCC Chairman Wayne Coy and Comrs. Rosel H. Hyde, Robert F. Jones and George E. Sterling, with Chairman Coy absenting himself from portions relating to directional antennas [BROADCASTING, July 28]. In his absence, Comr. Hyde presided. Hart Cowperthwait, of the FCC Engineering Bureau's television division, presented the

(*Continued on page 56*)

CBS PACKAGE

To Include Agency Commission

EFFECTIVE immediately CBS network package programs will include advertising agency commission, William Gittinger, CBS vice president in charge of sales, informed advertising agencies in a letter last week.

Mr. Gittinger's letter explained that "we have hitherto followed the traditional industry pattern of quoting prices on a *net* basis for CBS package programs. But this operation is now so well an established and important part of our service that we feel these properties should henceforth be made available for purchase on the same basis as our facilities. Effective immediately, therefore, quoted prices will include advertising agency commission."

Cites Economy

The letter also pointed out that "many CBS package programs are sponsored today and have won top ranking Hooper and Nielsen ratings—at extremely economical cost per thousand families delivered. Some of the outstanding ones are Arthur Godfrey's *Talent Scouts* for Lipton; *Suspense* for Auto-Lite [This goes on the air July 8 for Auto-Lite] and *My Friend Irma* for Swan."

The letter concludes: "Columbia intends to continue to create new package programs—to make available (in audition and on the air form) new radio properties which will deliver to sponsors large audiences at low costs."

Add to Polk Fund

CONTRIBUTION of $1,000 has been voted by the NAB board toward the fund for investigation of the murder of George Polk, CBS correspondent in Greece. A voluntary committee representing all media is investigating the incident. NAB President Justin Miller is a member of the finance committee. William J. Donovan, former chief of the Office of Strategic Services, is conducting the inquiry in Greece. He is donating his services.

'VOICE' WITHDRAWAL

NBC, CBS Quit

DECISION of NBC and CBS to withdraw from programming activities now performed for the "Voice of America" under contract, was announced last Thursday by George V. Allen, Assistant Secretary of State for Public Affairs.

At the same time it was revealed that the two networks have signed interim agreements with the State Dept. covering the broadcasts the companies will perform from July 1 to Sept. 30 of this year. The three-month period will allow the department's International Broadcasting Division time to prepare for taking over the "Voice" broadcasts now done by NBC and CBS.

The action of the networks is an aftermath of recent Congressional hearings into a series of broadcasts beamed to Latin America [BROADCASTING, June 7 and 14]. The broadcasts, written and produced by NBC, were sharply criticized by the legislators who were offended by alleged "slanderous remarks" about their sections of the country.

Interim Plans

The interim agreements, which went into effect on Thursday, call for the State Dept. to exercise full and complete review, prior to broadcast, of all material prepared under contract by the private agencies. During the interim, the department will organize its staff to handle the increased programming activity.

After Oct. 1, the "Voice" will program and broadcast all news and commentaries. Recording of feature programs will continue to be contracted with private companies but on a package or job-by-job basis instead of long-term contract. Shortwave transmitting facilities of private companies will continue to be leased under contract.

NBC and CBS have broadcast for the "Voice" in English, Spanish, Portuguese, German, French, Italian, Anamese, Siamese and Indonesian. The State Dept.'s IBD has handled Russian, Polish, Czechoslovak, Hungarian, Yugoslav, Rumanian, Bulgarian, Greek, German and Chinese.

The networks made simultaneous announcements in New York that they were relinquishing international programming functions heretofore conducted on behalf of the State Dept.

Dropping Foreign Net

The CBS statement by Edmund Chester, director of shortwave broadcasting, also revealed that CBS is abandoning operation of its 126-station Network of the Americas, which comprised affiliates extending throughout Central and South America, Mexico and the Caribbean. The network created and has operated the chain since 1941.

Niles Trammell, NBC president, said in his statement that the withdrawal "is in accordance with NBC's position that responsibility for 'Voice of America' programming should be centralized in an agency of the government."

With respect to staff expansion, Mr. Trammell said the State Dept. has indicated it will give "prior consideration" to the personnel of the companies who have been engaged in programming "Voice" broadcasts.

"During the interim period covered by the contract," Mr. Trammell concluded, "the volume of international broadcast programming is to be generally curtailed, so that greater emphasis can be placed on supervision and program review."

While no official comment was forthcoming from either CBS or NBC, certain well-placed network figures are known to have felt for some time that the cost of international broadcasting is prohibitive to private industry. It is believed further that the decision was dictated not only by economy reasons but because network handling of the highly controversial series of programs to South America a few months ago was taken to task by several Congressmen. It is reported that Charles Denny, newly appointed NBC executive vice president, recommended the present course of action.

BOND DRIVE

Radio Contributes Half Of Total Advertising

SOME $12,500,000 in advertising—with radio representing considerably more than half that amount—has been contributed by all media to date in the Treasury Dept.'s Security Loan Savings Bond Drive, it is reported by Treasury sources.

Half of all the public service advertising in the U. S. today is devoted to bond promotion, it was estimated.

The security Loan Drive, which ran from April 15 through June 30, is expected to go over its quota in at least 40 of the 48 states as a result of the promotion effort. The job unofficially is said to have been aided immeasurably by prompt response of radio stations to a Treasury request in early June to make a special concentrated drive in 80 of 138 key market areas found lagging.

Although the full campaign report will not be known until about late July, it was indicated last week that as a result of the overall promotion drive more than a billion dollars in Series E Bonds, "the people's bonds," have been sold. While this is about the same amount as for the corresponding period last year, Treasury points out that the cost of living has increased 13% since then and that bond cash-ins have been reduced 4% over last year. Treasury further points to the 2,500,000 new payroll saving plan participants which boost monthly bond buyers total to 7,000,000. Investing an average of $20 apiece this represents a vital continuing support of the anti-inflation effort, it was said.

Evidence that Treasury's encouragement of bond sales will continue to be an unceasing effort came last week with report that the period of Armistice Day through Pearl Harbor Day, Nov. 11-Dec. 7, has been designated as a time for intensive all-around promotion. Although no official "drive" or campaign is expected to be staged, the usual accompanying advertising boost will be brought to play in all media. Again radio is seen carrying the major promotion effort as it has in the drive just completed and did with lauded success during the war years' campaigns.

At a meeting in Washington June 22 of Treasury, Advertising Council, advertisers and agency representatives, Secretary of the

(*Continued on page 56*)

St. Louis Is Picked For NARND Meet

Television News Is Top Subject For November Sessions

NATIONAL Assn. of Radio News Directors will hold its third annual convention in St. Louis, Nov. 12, 13 and 14, it was announced last week by NARND President John F. Hogan, news director of WCSH Portland, Me. The site and dates were chosen by the organization's board of directors at a recent meeting in Chicago.

In making the announcement, Mr. Hogan said that television news would be a top subject for discussion and study at the gathering, and that several demonstrations of television news technique would highlight the convention. The news department's place in television operations will be extensively explored, Mr. Hogan said.

Other topics of discussion will be offered on new trends in radio news broadcasting, use of wire and tape recorders, and news room organization. A session also is tentatively scheduled on editorial writing for radio, looking to the day when the FCC may relax its ban on radio editorials.

A committee on arrangements for the annual gathering has been named. Chairman is Bruce Barrington, news director of KXOK St. Louis, and members are Erle Smith of KMBC Kansas City and Jack Shelley of WHO Des Moines.

Soren Munkhof of WOW Omaha is chairman of the convention program committee, assisted by Jack Krueger of WTMJ Milwaukee; Al Gordon of KFWB Hollywood, and Robert Mahoney of KWKH Shreveport, La.

Election of four new board members to replace those whose terms expire this year will take place at the meeting. A nominating committee is headed by Charles Hilton of KGLO Mason City, Iowa, with Sereno Gammell of WTHT Hartford, Conn.; F. O. Carver Jr. of WSJS Winston-Salem, N. C.; Ben Chatfield of WMAZ Macon, Ga.; Phil Kerby of KGHF Pueblo, Col., and Mort Linder of WSBT South Bend, Ind. as members.

The four retiring board members are Soren Munkhof, Robert Mahoney, Jack Krueger and Tom Eaton of WTIC Hartford, Conn.

REAPPRAISAL of Treasury Dept. promotion techniques in savings bond sales was made June 22 by this group of Advertising Council, agency, advertiser and government representatives meeting in Washington. L to r: Leon J. Markham, director of sales, Treasury Savings Bond Division; Loring L. Gelbach, Ohio State Savings Bond Committee; Vernon L. Clark, national director, Treasury Savings Bond Division; John T. Gibson, Office of Government Reports; Wynne M. Rainbolt, J. P. Wilkerson and Milford Baker, all Young & Rubicam; Theodore S. Repplier, president, The Advertising Council; Thomas H. Young, advertising director, U. S. Rubber Co.; Joseph Stone, J. Walter Thompson Co.; Secretary of the Treasury John W. Synder; Roger L. Wensley, G. M. Basford Co.; Howard C. Allen, Albert Frank-Guenther Law; Clem Kohlman, Grey Adv.; Hector Perrier, Advertising Council; Walter Mulhall, G. M. Basford Co.

SAN FRANCISCO TV

Hearing Resumes in D. C.

By LARRY CHRISTOPHER

WHAT IS TERMED television's first major competitive conflict—the San Francisco case—swung into its final stages before FCC in Washington last week as sideline observers enjoyed a field day in speculation.

Expected to run over one or two days this week, the session is seen setting a pattern of intensive and detailed inquiry into the relative merits of applicants in those numerous cases where a few channels are sought by many. The current proceeding is considered to be one of the most exhaustive investigations of its kind the Commission has yet made.

Initiated over a month ago with inquiry at San Francisco, the hearing involves the conflicting requests of five applicants for the two remaining video channels there, Channels 9 (186-192 mc) and 11 (198-204 mc) [BROADCASTING, June 7, 28]. Competitors are CBS, KROW Inc., Paramount Television Productions Inc., Television California and Twentieth Century-Fox of California Inc. FCC Hearing Examiner Jack P. Blume is presiding officer in the case.

The proceeding has been highlighted by efforts of the applicants to "out-bid" one-another's program proposals or dollar expenditure in plant and operation. Observers consider the issues very close and cite the elaborate and detailed presentation of each applicant as indicative of the burdens of proof future video hearing competitors will have to shoulder to win the scarce assignments they seek.

Interest in Video

Considerable importance has been attached by some quarters to the keen interest shown in television—despite current promises of high initial losses—by Paramount and Twentieth Century-Fox, representing the movie interests; by CBS, representing present major aural broadcast interests, and by Television California, headed by Edwin W. Pauley, millionaire oil producer, representing outside big business interests.

On Monday further cross-examination of Sheldon F. Sackett, president and owner of KROW Oakland, Calif., was conducted with special emphasis upon financial qualifications. He testified to details of a reorganization of KROW whereby he would invest another $300,000 and an added $100,000 would be put in by Richard C. D. Bell, assistant general manager. With a $125,000 loan proposed to cover AM expansion, the new capital would cover TV and FM, he said. Overall construction cost of $475,680 was estimated.

First year operating loss of $58,000 for video is expected, Mr. Sackett said, with television breaking even the second year. If it does not, the KROW annual gross income before taxes of $70,000-$80,000 would offset any continued loss.

Chief owner of KOOS Coos Bay, Ore., and the Coos Bay *Times*, Mr. Sackett indicated he would be willing to dispose of those interests if necessary to make a go of television in San Francisco. He also is president of KVAN Vancouver, Wash.

Donald W. Thornburgh, vice president in charge of CBS Western Division, who would have overall supervisory control over the San Francisco proposed outlet, testified on the network's policies and past experience in aural broadcasting as relative to successful TV operation. He announced that his assistant, Harry W. Witt, would manage the San Francisco outlet. Mr. Witt presently is on loan by CBS to KTTV (TV) Los Angeles as acting general manager. CBS has acquired 49% interest in KTTV through a merger arrangement with the Times-Mirror Co.

FCC Counsel Joseph Brenner asked about conflict of interest between the proposed San Francisco video outlet and KQW there, in which the network has purchased remaining 55% subject to FCC consent. Mr. Thornburgh replied, "I think that since the competition between the two will be different in no respect from the competition between any television station and any radio station, the answer is that the individual manager of each station would give his best effort to that station, and we would encourage such rivalry." He added he didn't think the station "can operate in a vacuum."

Murphy for CBS

Adrian Murphy, CBS vice president and general executive, who appeared as representative spokesman for the network's board of directors, followed Mr. Thornburgh to the stand on Monday afternoon. Direct testimony begun in San Francisco was completed on Monday but cross examination ran all day Tuesday and also for a 2½-hour night session.

Mr. Murphy said CBS proposed a full staff of 73 persons for television in San Francisco. This staff could later be integrated into the KQW operation, he said. The TV outlet would program 30 hours per week with four hours of network fare planned. Initial operation of 15 hours per week is planned. A figure of $86,500 was given as weekly cost of full operation.

Considerable concern was indicated in cross-examination at CBS' plans for six television station interests. Asked why CBS did not apply in the two Midwest markets where it has owned-stations, Mr. Murphy indicated that because of the rural coverage of KMOX St. Louis and WCCO Minneapolis, "those stations would have a greater permanence regardless of the impact of television on radio." He said this did not preclude the network's applying there if multiple ownership restrictions were lifted.

Questioned if the San Francisco TV application was an instrument to facilitate acquisition of full KQW ownership, Mr. Murphy testified, "I do not know that it was done just to assist in getting KQW. We have been after a station in San Francisco for a long time . . . the record is clear back to 1936." He continued that the network feels San Francisco will be a good market and a key center for regional TV network development on the West Coast.

Even though the KQW deal fell through, CBS would want televi-

(*Continued on page 64*)

Television stories, on other pages, in this issue:

Telestatus:—Du Mont Allocations Plan 14
Talk of Low Band TV Obliteration 21
TV Experts to Aid In Defense Plans 23
Craven Considers TV Hearings Futile 25
More Video Coverage Seen for Demo Convention 29
Video Industry Own Critic of GOP Coverage 29
TV Reproduction Case May Go to Court 32
FCC Receives 10 Bids for TV stations 36
18 Cities Now Have 354,000 Video Sets 61
RCA Sees 100,000 TV Sets in Commission by Middle '49 67
NAMM Head Says Video Enhances Music Interest 72
Canadian TV Operations Expected by End of '49 78
Completion of WCPO-TV Slated for Next January 80

For television personnel changes, programs, etc., see various notes departments in this issue

NBC TV RATES

Raised on Linked Stations

GENERAL rate increases for the NBC television network of interconnected stations and for the NBC key video outlet in New York, WNBT, were announced last week in New York.

The increase, effective next Oct. 1, was said to have been based on the increase in sales of television receivers in cities where NBC television is on the air. George H. Frey, director of network sales, and James V. McConnell, director of WNBT sales, made the announcement.

A base hourly evening time gross rate of $1,000 was established for WNBT, as compared with the present rate of $750. This is for Class A time (6-10:30 p.m.). Class B time (5-6 p.m. Mon.-Fri.; 1-6 p.m. Sat.-Sun.; 10:30-11 p.m.) rate will be three quarters of the Class A rate. One half of the base hour rate will apply at all other times. Studio facilities charges will remain at the present level, $1,000 an hour.

A base rate for one-minute announcements and 20-second service announcements (time signals and weather reports) was also established for WNBT at $175, including time and film studio facilities.

Hourly network rates on stations in the East Coast television network, where interconnection prevails, were increased as follows above the rates which have been in effect since last April 1: WNBT from $750 to $1,000; WPTZ Philadelphia, from $300 to $400; WRGB Schenectady, from $150 to $200; WBAL-TV Baltimore, from $200 to $250, WNBW Washington, from $200 to $250. The base rate for WBZ-TV Boston of $200 and for WTVR Richmond of $100 will remain the same.

Orders for television facilities on the network accepted before next Oct. 1 will be given protection against the rate increases until Dec. 31, 1948, Mr. Frey said. Orders accepted after Oct. 1 will be given the higher rate.

Although not officially announced by the network, it was learned that NBC policy had been established to exclude the sale of network time on parts of the network. Any advertiser seeking to buy network time must buy all stations, including those not yet interconnected, it was learned. This procedure differs from common sound broadcasting policies which in most instances permit sponsors to buy only those stations of particular interest to them.

Rates on those stations beyond interconnection were not changed in the announcement last week. It was believed, however, that a revised rate schedule would be issued for such stations after the economics of programming by film had been worked out.

FCC PROBE

Committee, Counsel Named

By ED KEYS

CONGRESS was mustering its forces last week for a siege of FCC as a House Select Committee prepared to launch a full-scale probe into Commission operations and a Senate Interstate Commerce Subcommittee readied plans for a fall campaign to complete the pincers movement.

The House investigation was put in motion last Tuesday when Speaker of the House Joseph W. Martin Jr. (R-Mass.) appointed a five-man Select Committee authorized during the closing hours of the 80th Congress [BROADCASTING, June 28]. Spadework, officials said, will start immediately.

Although Senate hearings this summer appeared doubtful, a member of the special Senate subcommittee named to investigate the Commission has already commenced work on the agenda.

Even though the lawmaker commanding the House investigation has pledged himself to an objective analysis of the situation, the appointment of a hard-driving general counsel held promise of a brilliant display of Congressional pyrotechnics.

Rep. Forest A. Harness (R-Ind.), who was appointed Select Committee chairman, on June 30 selected fiery Frank T. Bow of Canton, Ohio, as general counsel.

Mr. Bow, during his short period of service on Congressional committees, has gained a reputation for aggressive, searching investigations and an apparent reticence to pull his punches.

Experienced Counsel

Since May 1947 he has been the field marshal for the House Committee on Expenditures in Executive Departments during its five probes into alleged propaganda activities in the Army, Federal Security Administration, housing, agriculture and reclamation.

Although an attorney, Mr. Bow, in pursuit of "an avocation" served for a period in the South Pacific during World War II as radio correspondent for Brush-Moore newspaper and radio interests, which operate the Ohio Broadcasting Co., licensee of WHBC Canton and WPAY Portsmouth.

The general counsel is a member of the Canton law firm of Bow, Ake & Thomas and is a member of the state bar's executive committee. His service in legal circles also includes the vice presidency of the Ohio Bar Assn. from 1940 to 1947. He was Assistant Attorney General of Ohio from 1929 to 1933. For four years, until 1946, he was a newscaster and commentator on WHBC. A member of the Ohio Republican State Committee, he is author of a plan conceived in the early thirties for reorganization of the state banks of Ohio.

Mr. Bow told BROADCASTING last Wednesday that his experience with Rep. Harness during previous investigations convinces him that "this will be no witch hunt."

Rep. Harness was author of H. Res. 619 which provided for the full-dress probe of the Commission, its personnel and general operations, its licensing and renewal policies, and its treatment of applications filed by alleged subversive parties or Communist-front groups.

Other House appointees are Reps. Leonard W. Hall (R-N.Y.), Charles H. Elston (R-Ohio), J. Percy Priest (D-Tenn.) and Oren Harris (D-Ark.).

The appointment of three members of the House Interstate and Foreign Commerce Committee, which ordinarily considers radio legislation, was recognized as an appeasement gesture toward Rep. Charles A. Wolverton (R- N. J.), Commerce Committee chairman, who supported the Harness resolution despite floor protests that the measure encroached on jurisdiction of his committee.

Congressman Wolverton's approval of the measure, similar to one bearing his own name which was gathering dust in "File 13," furnished a surprise to even members of the Commerce Committee, who only short hours before had voted to oppose it on jurisdictional grounds [BROADCASTING, June 28].

Chairman Harness revealed June 29 that the investigation would be launched "immediately."

"I am going into it cold, with a view to making a searching investigation of the FCC to determine if the public interest is being served," Rep. Harness declared.

The Indiana legislator said that the Select Committee intends to "determine first if there is justification for the complaints and charges" against the Commission.

The committee, Chairman Harness explained, will follow up the appointment of counsel and a staff of investigators by "taking the complaints and looking into them."

Additional administrative funds to supplement the original grant of $25,000 will be secured should evidence warrant projection of the investigation on a larger scale, Congressman Harness asserted.

Preliminary spadework will get underway immediately with formation of the investigative staff but hearings will probably not be conducted during the next four to six weeks, Chairman Harness told BROADCASTING.

Will Study Complaints

Files of the FCC will be explored and complaints and charges assembled for study during the earlier work of the committee.

Speaking of the Commission, the lawmaker said that "charges and complaints have been flying thick and fast." He disclaimed any personal knowledge of their accuracy.

"I make no charges myself," Rep. Harness emphasized, "I have no personal knowledge of any irregularties." He further stated, "We intend to make a thorough, full and complete investigation of the FCC. On the basis of this investigation we will make a complete report and recommendations to the House."

Dates of public hearings will be decided following the preliminary staff investigation, he said.

Sen. Ernest W. McFarland (D-Ariz.), a member of the Senate Commerce Subcommittee investigating FCC operations, told BROADCASTING that he held serious doubts that any hearings would be conducted by the Senate group during the summer months.

"We are, however," added Sen. McFarland, "preparing an agenda." He acknowledged that it was the committee's intention to assemble the bulk of its evidence

(*Continued on page 58*)

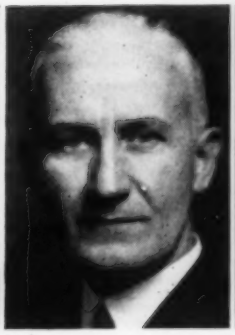
House Committee on Probe and Counsel

Rep. Harness

Rep. Priest

Rep. Harris

Mr. Bow



Rep. Elston

Rep. Hall

FCC GLAMOUR

To Install First Lady of FCC Tuesday

CEREMONIES that will make Miss Frieda B. Hennock the first woman member of the FCC will be held at noon Tuesday, in the Postmaster General's reception room, New P.O. Bldg., it was announced Friday.

Miss Hennock, New York attorney and Democratic party worker, originally had expected to be sworn in on July 1, the first day of the seven-year term to which she was appointed as successor to Alabama's Clifford J. Durr. But a tooth ailment and the need for additional time to close out her business affairs required a postponement of the oath-taking.

Comr. Durr meanwhile returned to private life at the expiration of his term last Wednesday, taking with him "an expression of appreciation" of his colleagues praising him for "unselfish efforts in the cause of the public interest."

The remaining Commissioners, in a statement issued upon his retirement, lauded him for "the consistency of purpose and firmness of conviction which have always marked his thought and action, but which have never prevented him from giving the fullest and most patient consideration to all arguments and points of view before arriving at a conclusion." They particularly cited "his interest and work in fostering and encouraging educational broadcasting."

His colleagues expressed confidence "that in whatever he undertakes as a private citizen he will continue to make his dominant interest the fulfillment of those ideals which have guided his public life." The Alabama left-winger, on the FCC since 1941, has not disclosed his plans for the future.

DEMO CONVENTION

Coverage May Top GOP's

By HERMAN BRANDSCHAIN

RADIO and television coverage of the Democratic National Convention may exceed in volume the coverage for the Republican Convention, according to reports coming to William Neale Roach, managing director of the Democratic Convention, at his office in the Bellevue-Stratford Hotel, Philadelphia.

Up to Thursday, July 1, radio requests totaled 787 and television requests topped 300, with more requests coming in. Mr. Roach said every effort will be made to get every radio and television reporter into the hall, although he could not promise any but basement working space to late-comers.

Mr. Roach also promised that the Democrats would attempt to iron out most of the bugs which developed during the Republican gathering. He and other Democratic Convention attaches spent part of each day during the Republican rally scouting the hall.

As a result, engineers will be put to the task of providing better amplification for the radio commentators' section. This space, on the stage and directly behind the speakers' rostrum, proved to be a dud acoustically, in spite of the installation of one of the world's finest P.A. systems. The working space, occupying the last rows of these seats, will also be given the benefit of some sort of direct ventilation, Mr. Roach said. During the Republican gathering, that area, directly beneath the networks' booths, developed Turkish bath temperatures.

He said that particular attention will be paid the plight of the independents' booths beneath the stage, which were poorly lighted and stuffy. Lighting will be adequate and if air-conditioning is possible, the necessary equipment will be installed; if air-conditioning proves impossible, fans will be used.

As for the gigantic hall itself, every effort will be made to keep its temperature down. During the Republican gathering, the effort to work the air-cooling system failed because of the inability to get the scores of tons of ice to the roof, an operation necessary to operate the system. The Democrats have been exploring the possibility of getting either an outside elevator, such as a contractor uses on a construction job, or a pulley system to make the ice lift. Up to press time, no feasible system had yet been decided upon, but it was understood that if nothing else were worked out, the Democrats planned to install the biggest barrage of electric fans ever seen in any hall to keep the air moving.

Antics Protested

Radio stations throughout the country, particularly in television areas, have been receiving letters from citizens protesting the circus-like and sportive antics of the Republicans, which were revealed so glaringly by the TV cameras. The tenor of such letters was to the effect that the serious business of choosing the party's nominee for the highest office in the nation should not be accompanied by such shenanigans.

Such letters also have come into the office of Mr. Roach, and he said that the Democrats intend to profit by them. He said every effort will be made to keep the Democratic Convention business-like and moving. In addition, such small details as getting entertainers off the rostrum expeditiously and finding places for them, will be taken care of, instead of allowing them to remain stuck on the rostrum with no place to go except to bask in the limelight to the further detriment of business.

Meanwhile, in Philadelphia, the radio industry was still talking about the Republican shindig. Some of the topics of conversation:

Congratulatory messages coming to many locals from independents and networks which benefited by aid of Philadelphia stations. For example, Harry Maizlish, general manager of KFWB Hollywood, sent a recording to William Banks, president of WHAT, praising the latter's aid in piping programs to the West Coast.

The way networks moved in and took over local arrangements and credits. Press sections of some affiliates here were definitely unhappy about failure to see their own call letters in publicity.

While Philadelphia locals were happy over the number of friends they made among visiting broadcasters, there was talk of a few instances where visitors took advantage of local hospitality. Equipment lent to visitors was not always carefully handled and some did not come back at all.

Convention Cues

IT WASN'T generally known, but every session of the Republican National Convention in Philadelphia opened and closed on a radio cue. Ed Ingle, GOP radio director, and former NBC program executive, gave the signal to the presiding officer from a radio control position behind the platform. Permanent Chairman Joe Martin, House Speaker, thus was able to time those closing sessions so they cued in on the precise second.

105 Independents to Use Pre-Convention Platters

DEMOCRATIC party leaders will be featured in a half-hour transcribed pre-convention roundtable to be heard on 105 independent stations before the party opens its Convention July 12.

The transcription was offered to 202 independent stations on a non-commercial basis and has been accepted by 105 thus far. Participants in the roundtable are Sen. J. Howard McGrath (D-R.I.) chairman of the Democratic National Committee; Sen. Francis J. Myers (D-Pa.), and William Neale Roach, Democratic Convention manager.

Final plans are shaping up for coverage of the Convention with about 1,100 radio men (AM and TV) expected to be on hand (see story this page). Considerable emphasis will be given to women's activities, according to Ken Fry, radio director of the committee.

GOP TV

Industry Proud of Good Job

TELEVISION did itself proud in covering the Republican National Convention. All who labored in Philadelphia, all who watched the pooled telecasts from any of the East Coast video stations, agree on that.

Television itself is more critical of its own performance in covering the GOP sessions. Those in charge of the video pickups from Convention Hall view the performance as satisfactory for a start but a long way from perfect. They plan to do better when the Democrats assemble next week and do still better when they have more experience in this type of operation and more flexible equipment to work with.

They also hope for the time when there will be sufficient network facilities available so that each network, or each independent station, for that matter, can do its own independent convention coverage job as it desires, without having to pool the floor sessions as was necessary this year. The individual comments of these men on the GOP Convention telecasts, made last week to BROADCASTING, follow:

NBC

Television was the Republican National Convention's "favorite son," according to Carleton D. Smith, director of NBC television operation.

"At the Bellevue-Stratford, Gov. Thomas E. Dewey eyed the first and second ballots which augured his nomination on a television receiver," Mr. Smith pointed out. "In the Warwick, the Barclay, the Sheraton, the Bellevue, in Convention Hall, in New York, in Washington, Philadelphia, Baltimore, Boston, Richmond and Schenectady, in Detroit, Cincinnati, Los Angeles, Chicago, etc.—in all these places, delegates, candidates, spectators, and the American public sat in on the proceedings through television.

President Is Viewer

"In Washington, President Truman watched the proceedings of the opposition party on his video screen.

"This was television's coming-of-age. Enhancing NBC's coverage of the Convention was its arrangement with *Life* Magazine—an arrangement that brought to television screens exclusively and far in advance of other media, major statements by the five leading candidates for the Presidential nomination. For the first time television covered a news conference, that of Gov. Thomas E. Dewey at the Bellevue-Stratford, seen exclusively over NBC, if it's not immodest to say so.

"We learned many lessons at the Convention. We learned how to bring five distinguished persons into a 14-foot studio above the stage without having them stumble over each other's feet. We learned how to apply quick makeup seconds before a telecast. We learned the necessity of brevity in interviews.

"We learned that dull moments can be brightened by such interviews as that Alex Dreier conducted in the Bellevue-Stratford barbershop while being shaved; we learned that viewers like a sprinkling of humor with their Convention.

"All of these—in addition to other experience gained in the coverage of the Republican National Convention—will be incorporated into the NBC television coverage of the forthcoming Democratic National Convention July 12."

ABC

"ON THE WHOLE, I think we have come through our first great test satisfactorily," Burke Crotty, executive television producer of ABC, stated following the conclusion of the GOP National Con-

(*Continued on page 60*)

SALES PROBLEM

FCC May Ban Time Practice

ADOPTION of FCC's plan to forbid any future station sales contracts in which the seller reserves the use of time on the station as part of the sales price [BROADCASTING, Feb. 9] appeared likely following oral argument before the Commission last Monday.

The ultimate form of the proposed rule with respect to contracts already in existence, however, seemed in doubt, in view of persistent opposition raised by a church, a minister, and a businessman protesting some of the modifications which their present contracts would have to undergo. The stations involved, however, were generally receptive to the modifications which FCC proposed to impose.

There was no opposition to the portion of the proposed rule which would ban any new time-reservation contracts. Contracts giving the seller a right of reversion of the license or of reassignment of the license in the future also would be forbidden.

The controversy in oral argument, held before the Commission *en banc*, centered on the proposed section which would require modification of existing time-reservation contracts so as to provide:

1. A definite termination date not later than June 1, 1963;

2. A specific right of termination of the contract at the licensee's discretion upon payment of a lump sum or upon periodic payments, with the added provision that "the amount initially fixed shall thereafter decrease as the amount of time reserved is decreased by performance of the contract."

William C. Fitts, attorney for Berachah Church of Philadelphia, which has a time-reservation contract arising out of its sale of WPEN in 1930, and for Rev. J. Frank Norris, who had a similar contract with KFJZ Fort Worth, argued that these two provisions would put the stations in the driver's seat and "completely destroy" the contractual rights of those holding such contracts.

Termed Private Matter

He insisted it is not FCC's concern whether stations have a right to cancel such contracts. The terms, he declared, are a matter for private negotiation. He argued that the Commission's only proper concern is to see that licensees do not delegate authority via the contracts, and that this is amply provided without any requirement that a termination date be set or that cancellation privileges be provided.

Mr. Fitts suggested that rule-making be abandoned and each case decided independently, or at least that the two challenged provisions be removed, or, as another alternative, that more adequate protection be given the rights of those who have time-reservation contracts.

Samuel E. Hirsch, attorney for A. J. Felman, businessman who reserved 5¼ hours a week in perpetuity when he sold WJOL Joliet, Ill., largely endorsed Mr. Fitts' arguments. In the WJOL-Felman case, he said, the station does all the programming for the Felman time and Mr. Felman furnishes only the spot announcements. Both Mr. Fitts and Mr. Hirsch reiterated that the stations have control over programming and the power to reject, or substitute for, material submitted by their clients.

Chairman Wayne Coy at one point observed that Jack Benny and Walter Winchell have been granted rights to the time at which they appear on the respective networks, and asked Mr. Hirsch to compare or contrast this with Mr. Felman's arrangement with WJOL. Mr. Hirsch reiterated details of Mr. Felman's agreement but said he did not know the details with respect to the network talent.

Rights Challenged

Comr. Rosel H. Hyde repeatedly questioned the "rights" of the holder of a time reservation to be a broadcaster without being a licensee, the effect of a block of reserved time on the licensee's control over his station, and the effect of contracts which run beyond the three-year license term of stations.

Eugene L. Burke, representing KFJZ, which has negotiated a modification of its original contract with Mr. Norris, suggested that the proposed rules be allowed to stand but that cases be considered on their individual merits, particularly with respect to the licensee's right of termination and payment of a lump sum.

Seymour Kreiger, attorney for WPEN, regarded FCC's proposal as "a fair compromise" of conflicting interests, but felt 15 years might be too long to let existing contracts run, particularly since radio is a "very dynamic field." He denied that the proposed rules would deprive Berachah Church of its bargaining power.

Controversy Studied

The controversy between Berachah and WPEN, he reported, is now in the process of negotiation. Berachah sold the station in 1930 for $15,000 and perpetual rights to broadcast religious programs and services, totaling 4½ hours weekly. Early this year WPEN notified the church that the time would not be made available after Feb. 1.

TV CHANNEL NUMBERS NOT TO BE CHANGED

CHANNEL numbering of the television band will not be changed because of the deletion of Channel No. 1, FCC Chairman Wayne Coy informed the Radio Mfrs. Assn. last week. The RMA board at its June 17 meeting in Chicago had urged that present numbering be retained, fearing confusion to set owners if new designations were adopted.

In a letter to Bond Geddes, RMA executive vice president, Chairman Coy said:

"Neither the report and order deleting Channel No. 1, nor the proposed rule revising the allocation of television channels changes or contemplates the changing of numbering of the remaining 12 television channels.

"Furthermore, the Commission has not received any petitions or requests to change the numbering of the remaining 12 television channels and the Commission itself has not proposed such a change.

"If the Commission were to change the numbering of the remaining television channels, adequate public notice would be provided to all interested parties, and their views and comments would be requested before the Commission would adopt any such change."

SPEECH POLICY

ABC Decides on Its Campaign Rules

NETWORK policy for political campaign speeches, with respect to sale of time, both network and local, was revealed last week by the American Broadcasting Co. in New York.

During the period from the close of the Democratic National Convention later this month to election day in November, facilities for campaign broadcasts will be available on a commercial basis. Prior to the end of the Convention, no time will be sold for broadcasts on behalf of any Presidential or Vice Presidential candidate.

ABC pointed out this was established policy, and that speeches will be subject to ABC policy, operating procedure and pertinent provisions of the Communications Act and FCC regulations. Orders for political time will be accepted from any "legally qualified candidates" as defined in Section 3.190 of FCC Rules.

ABC's acceptance terms and conditions of cancellation provide that no order for network or local political broadcast will be accepted more than 30 days in advance of broadcast date. In case of a series, the 30-days-in-advance requirement applies to the first broadcast. The network has reserved the right to cancel a broadcast in order to present a special one deemed by ABC to hold greater public interest.

★

ABC has established a political sales unit under Thomas P. Robinson, ABC's director of political sales, to handle sale of time for trans-continental and regional network broadcasts, as well as local political airings on WJZ New York, network key station.

Other ABC owned and operated stations will handle local orders in accordance with policy. They will accept orders for spot announcements which may be used only to remind the public to vote on election day, draw attention to an ABC political broadcast, or to publicize a rally to be held by a group. Provisions pertain to recognized candidates and parties or groups.

ABC also stated it will not make time available for a rebroadcast of a program carried earlier on ABC or another network. Rates charged by all stations will be in accordance with current ABC rate cards, with allowance for a 15% agency commission to recognized agencies ordering time for political broadcasts.

Convention Cost Estimate Revised

Over One Million Dollars Spent By Four Major Networks

THE FOUR major networks spent nearly a million dollars to cover the Republican Convention, according to revised estimates last week, and are prepared to do the same for the Democratic conclave, which begins July 12.

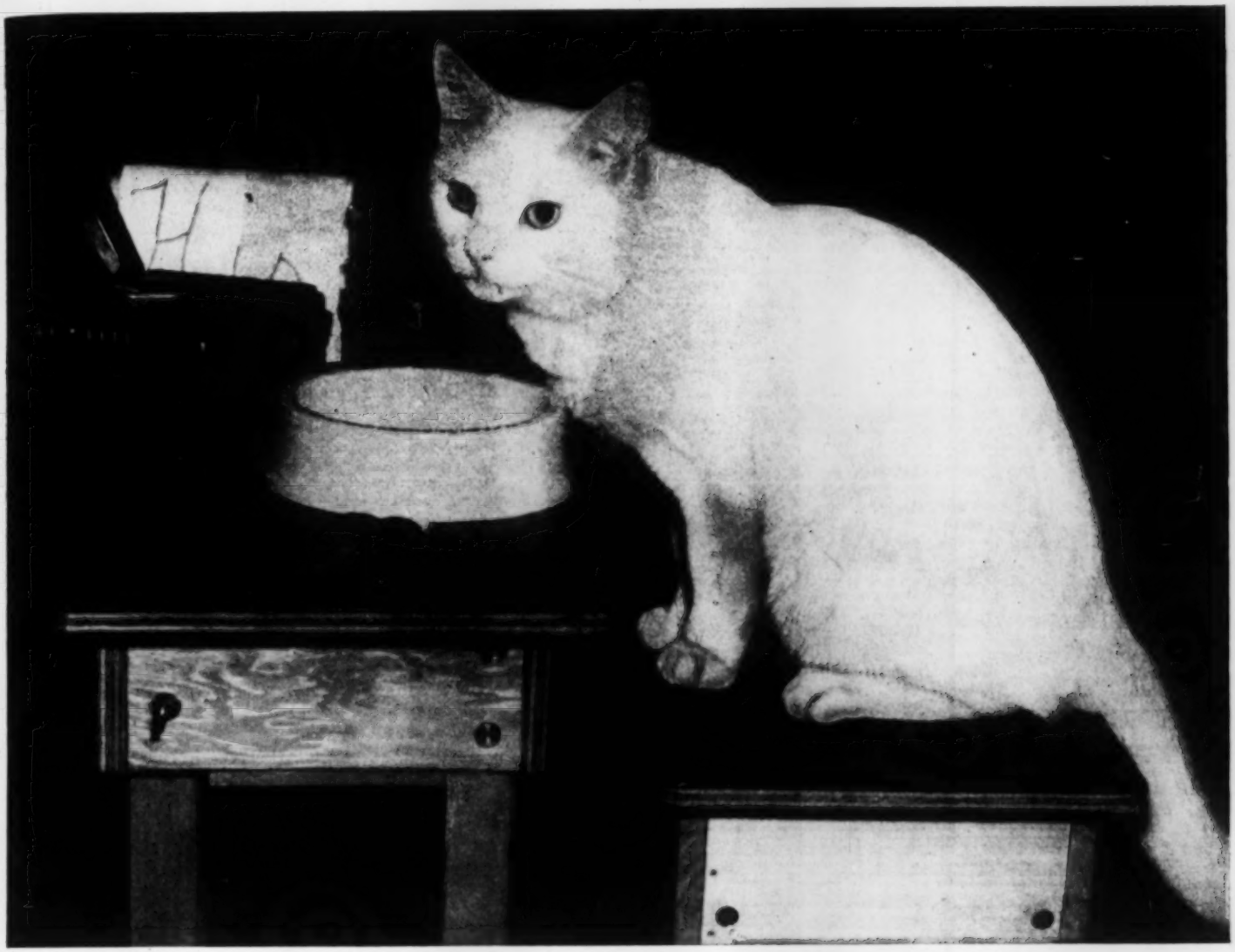
It cost them $516,929 in rebate for cancelled commercial time and talent and approximately $460,000 for production and facilities in coverage of the Convention.

By networks the figures were: ABC, $325,779 for cancelled commercials, $60,000 coverage costs; CBS, $155,000 for cancelled AM radio commercials, $6,150 for cancelled television commercials, $100,000 for AM coverage and $15,000 for TV coverage; MBS, $20,000 for cancelled commercials, $35,000 for coverage; NBC, $300,000 for cancelled AM commercials, $10,000 for cancelled TV commercials, an estimated $250,000 coverage including AM and TV. The latter figure was not officially released by NBC, but was an authoritative estimate.

Plan Same Coverage

All four networks announced their intentions to duplicate as nearly as possible their intensive coverage for the Democratic Convention. All pointed out, however, that because fewer candidates would probably be involved in the Democratic conclave, coverage would be somewhat simplified.

Unless unforeseen candidates develop, it was considered probable that the Democratic Convention would be shorter than the GOP, in which case it is likely that radio and television coverage costs would be less than those for the GOP meeting.



Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.

W·I·T·H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

THEATRE TV

Court Test Due on Reproduction

THE MUCH-DISCUSSED question of the rights of television broadcasters to prevent or restrict the reproduction of their broadcast programs in motion picture theatres and other places to which admission is charged seemed destined for a court test last week. The owners of Philadelphia's Lawndale Theatre appealed to the Pennsylvania Supreme Court for a reversal of the lower court's action in enjoining them from picking up NBC's telecast of the Louis-Walcott title bout and showing it to the theatre's patrons via large-screen television [BROADCASTING, June 28].

"It is our intention," said Henry Friedman, operator of the theatre and a defendant in the action, "to use this as a test case to determine the rights of a theatre owner with regard to television programs. We intend to fight this case clear to the Supreme Court of the United States, if necessary. We do not, however, intend to sue anyone for damages."

A hearing date for the appeal has not yet been set.

When the Lawndale Theatre was restrained from showing the pictures, Mr. Friedman explained to the theatre audience why he did not present the fight as promised. Instead, he was able to give them the Dewey acceptance speech at Convention Hall. He used a 7 by 9 telescreen and reported excellent reception.

He told BROADCASTING he regarded it as simply an effort to keep his own business going to present television on fight nights and other such occasions. He explained that taprooms and other amusement places in the neighborhood were picking up such programs and he felt it was something he had to do, too, to compete with them. He said he felt he had as much right, until the matter is decided by the highest court, to such programs as anyone else who owns a television set.

New Case Appears

Meanwhile, another case has arisen which concerns not NBC alone but all the Eastern television broadcasters who cooperated in the pooled video coverage of the GOP Convention. Paramount Pictures Inc. picked up the pool telecast from Philadelphia of Gov. Thomas E. Dewey's speech accepting the Republican nomination for the Presidency and reproduced it on the screen of the Paramount Theatre in New York.

Paramount, when the video Convention pool was set up, had offered to participate at the regular station rate, picking up the pooled coverage of the Convention sessions, photographing them from the receiver tube and editing the film for showing in the theatre. The pool members had unanimously rejected this offer, agreeing that these telecasts be denied wherever admission was charged.

The places which had planned such use of the Louis-Walcott fight broadcast had announced their intentions in advance advertising which gave NBC and the other plaintiffs a chance to block them through court action. But the Paramount pickup was not announced in advance.

What action would be taken against the picture company by the telecasters was to be discussed Friday at a meeting at WOR New York of the Convention pool committee, originally called to review the details of telecasting the GOP sessions and to plan for the TV coverage of the impending Democratic Convention.

Explanation Sought

Since Paramount Pictures had paid a "sizable sum" to reproduce the Louis-Walcott fight on the screen of New York's Paramount Theatre and since the company had refrained from using equipment set up to reproduce the Zale-Graziano bout when that fight's promoters refused permission, BROADCASTING asked Paul Raibourn, Paramount vice president in charge of television, for an explanation of the unauthorized pickup of the Dewey speech telecast, particularly in view of the pool's express resolution against such use of the Convention broadcasts.

"It made no fundamental difference to the world whether Louis or Walcott won the heavyweight title fight," Mr. Raibourn replied. "But it made a lot of difference to the world that the Republican party had nominated Gov. Dewey for the Presidency of the United States and the world was concerned with what he had to say in accepting that nomination."

Program Difference

Mr. Raibourn declined to amplify that statement, which appears to sum up the views expressed informally by other Paramount executives that there is a basic difference between a prize fight promoted by private individuals for profit and an event such as a national political convention which, they feel, belongs to the public at large.

Defendants in the New York and Boston injunction suits, who were similarly restrained from reproducing the NBC telecasts of the fight, failed to appear in court on the dates set for argument, indicating that there will be no contests in those cities at this time.

STA

AM Temporary Authorization Rule Changed

SPECIAL temporary authorizations in connection with standard station operations are abolished effective Aug. 16, FCC announced last Monday in an order to amend its rules and regulations.

Effecting a change in Sec. 1.324, the order prohibits future night-time operation on special occasion by stations assigned daytime facilities. FCC indicated the reason for abolishing STAs principally was degradation of the night service of fulltime outlets.

Proposed last February, the elimination of STAs caused considerable objection from many daytime only stations, both commercial and educational. In the oral argument on the proposal in May [BROADCASTING, May 10], these objectors pointed out that they have carried many worthwhile community programs which otherwise would not have been able to be heard and that not one bit of evidence had been presented to support the night interference contentions. They further held that new FM outlets would not solve the problem as suggested by FCC since few sets were actually in the hands of the public, or were stations operating in those areas where STAs have been of most service.

FCC held that "diligent efforts toward the establishment of FM service in individual communities will take care of such future needs." The Commission continued that since the programs broadcast under STAs have been of the type to which fulltime stations should devote reasonable time, it henceforth will give careful consideration in renewal proceedings "to complaints that existing fulltime stations failed to devote a reasonable amount of time to such programs."

The Commission noted a general trend by AM stations to use STAs to operate beyond the hours for which they are licensed, many resorting to this practice over extensive periods of time. Of about 2,000 AM station authorized, more than 450 are for daytime or limited time operation. The number of STAs granted to these stations has increased to such a degree that night service by fulltime stations is suffering considerable degradation, FCC pointed out.

In view of the development of other types of broadcasting, the Commission said, continued temporary nighttime operation by daytime or limited time standard stations is not in the public interest. Exception is made in the case of actual emergency, for which adequate authority is presently contained in Sec. 2.63 of the rules, it was pointed out.

Results of damage to 350-foot west tower of WCKY Cincinnati are shown after recent wind storm.

* * *

Winds Cause Damage To Transmitter Tower

DURING recent Ohio Valley windstorm, half of 350-foot west tower of WCKY Cincinnati was blown over and the cable to the transmitter was cut by a falling tree.

Transmitter remained in operation, however, and engineers played musical interludes until a staff of announcers and technicians could be taken the 15 miles by auto from Hotel Gibson studios to Crescent Springs, Ky., transmitter.

WCKY has requested emergency authorization from FCC to operate without damaged tower, the principal directional shield for KFBK Sacramento, Calif.

WGNI Wilmington Sale Given Approval of FCC

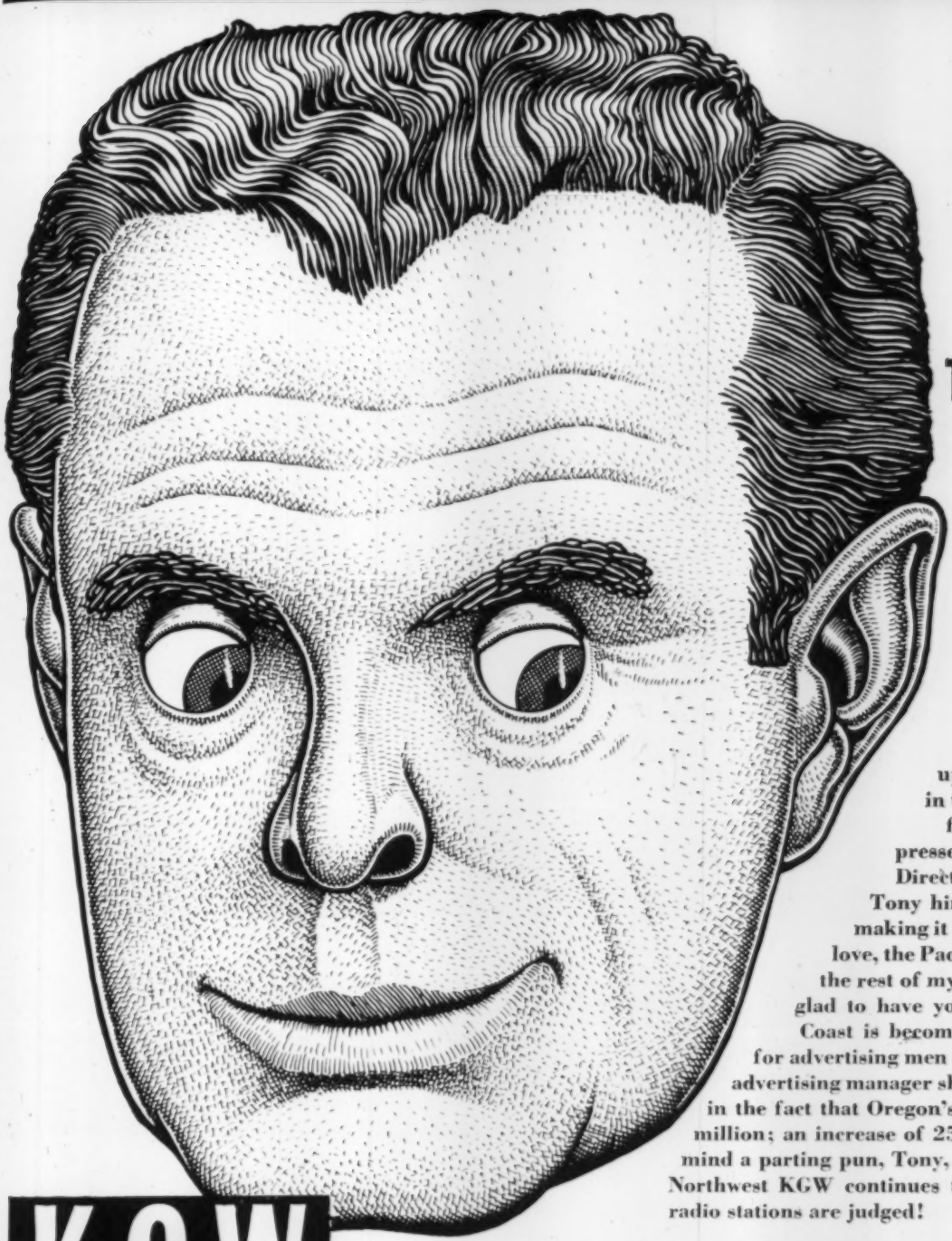
ASSIGNMENT of license of WGNI Wilmington, N. C., from General Newspapers Inc. to New Hanover Broadcasting Co., new firm, for consideration of $55,000, was approved last Tuesday by FCC.

Charles E. Marsh, Southern newspaper publisher, earlier had disposed of his interest in General Newspapers, publisher of the *Wilmington Post*, hence reason for sale of the station interest, FCC reported.

New Hanover is composed of J. S. Brody, 20% owner of WFIG Sumter, S. C., president and 50% owner; Charlotte Brody, vice president and 24.66%, and Leo Brody, 20% owner WKAZ Norfolk, Va., and holder of 10% interest in WKNS Kinston, N. C. WGNI is 250 w fulltime on 1340 kc.

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON



TONY MATTES

Standard Oil Company of California

SAN FRANCISCO

A transplanted New Yorker, M. Anthony (Tony) Mattes, advertising manager of Standard Oil of California, first came to the Pacific Coast at the age of six. He went East to earn his diploma at Columbia, and then entered upon a brilliant advertising career in the agency and department store fields. During the war the OWI pressed him into service as Regional Director. "Then"—and now we quote Tony himself: "the gods were with me, making it possible to come back to my first love, the Pacific Coast, where I hope to spend the rest of my life." To which we can only say glad to have you with us, Tony!" The Pacific Coast is becoming an increasingly fertile field for advertising men and advertisers. An oil company advertising manager should be interested, for example, in the fact that Oregon's 1947 tourist income was $105 million; an increase of 25% over 1946. And if you don't mind a parting pun, Tony, we might say that in the Pacific Northwest KGW continues to be the "standard" by which radio stations are judged!

KGW

PORTLAND, OREGON

AFFILIATED WITH NBC

Represented Nationally by Edward Petry + Co.

Faraghan Named Acting WGN-TV Program Head

JAY E. FARAGHAN, traffic manager of WGN-TV, the *Chicago Tribune* video station, was appointed acting program director Thursday following the resignation of Edwin S. (Ted) Mills, program coordinator since the station took the air in April. Mr. Faraghan will continue to handle his duties as traffic manager.

Rumors that Buckingham Gunn, program director of WGN, the *Tribune's* AM outlet, soon would resign were confirmed unofficially by station sources. Officials said that in the event Mr. Gunn does leave WGN, he will be replaced by Walter Preston, now commercial manager of the station.

Mr. Faraghan, 30, was formerly production manager at KSD-TV St. Louis and had previous experience with WTEL, WFIL and KYW in Philadelphia.

A MIGHTY MIDGET—WATCH IT!

New Bell Transistor Is Combination Amplifier, Oscillator and Tube

A NEW metallic device, which may have far-reaching significance in electronics, especially the fields of radio and television, was demonstrated last Wednesday by Bell Telephone Laboratories in New York. Known as the "Transistor," the device is said to be capable of serving as both an amplifier and oscillator and of performing the functions of an ordinary vacuum tube without the latter's limitations.

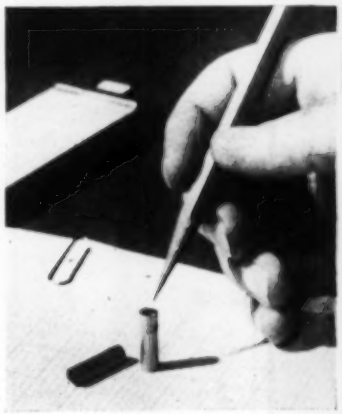
The device, brought to reality by Drs. John Bardeen and Walter H. Brattain, is still in the laboratory stage, but the two primary inventors feel that, carried to its fullest development, its very simplicity will augur for mass production economies in many related fields through widespread use.

Fully developed, it is expected to find new applications where vacuum tubes proved unsuitable.

In one demonstration the audience heard a radio broadcast from a set constructed entirely without vacuum tubes and using instead several Transistors — not much larger than shoe-lace tips—to provide amplification. In another, the device was used to amplify electrical speech waves between two telephones, a function now performed by vacuum tubes. A Transistor also was used to generate a standard frequency tone, thus demonstrating its role as an oscillator.

In radio sets the device, which amplifies 100 times over but consumes power less than one-tenth of an ordinary flashlight bulb, enables the radio to work immediately without warming up.

Queried by BROADCASTING with respect to its potential role in television, Ralph Bown, Bell research director, said Bell scientists and engineers could make no specific commitments. He emphasized the



The tiny 'Transistor'

device was still in the laboratory stage, but potentially held great promise in that it would serve where the vacuum tube was impracticable. Result would be to point up and make feasible frequency amplification to a greater degree and television network connections by ordinary telephone lines, instead of the more expensive coaxial cables.

WSIX tells the ladies

ABC AFFILIATE

5000 W • 980 KC

It takes selling power to make the ladies rush in and buy latest fashions. And leading department stores here have used WSIX consistently for four, five and seven years to bring in the crowds. That's proof again WSIX gives effective sales coverage of Nashville's 51-county retail trade area. Investigate WSIX's cost per listener and past record for consistent power to sell. Call your nearest KATZ representative for any facts and figures you may need.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: THE KATZ AGENCY, Inc.

. . . And WSIX-FM • 71,000 W. 97.5 MC.

WSIX gives you all three: Market, Coverage, Economy

STATE DEPT. CONTRACT AWARDED A. D. RING

CONTRACT for design of a directional antenna system to be used on a 50-kw transmitter was awarded last week by the State Dept. to A. D. Ring & Co., Washington engineering firm, for $1,484.50 with a delivery time of 15 days.

The award was the first to be announced by the State Dept. which is letting a total of $1,600,000 in contracts at this time for transmitters, antenna systems, power plants and auxiliary equipment [BROADCASTING, June 28].

Current phase of the bidding ended June 30 at the end of the 1948 fiscal year during which the appropriation was to be spent. Other contract awards will be announced in the next week or two, the department said.

In addition to the $1,600,000 figure, the department's International Broadcasting Division has been allocated $3,000,000 to be spent on relay bases, equipment, etc. during the 1949 fiscal year. With this increased activity in view, the department is putting on a drive to enlarge its engineering staff.

"FLYNN HIGH FIVE," program over KRNT Des Moines, has received the 1947-48 Award of Excellence for local radio programs made by National Advertising Agency Network.

Here's the book that tells you

...how to spark "sustaining"

and snare sponsors...

24 pages of easy-to-scan facts about the Capitol Transcription Library...including pictures of artists, descriptions of programs, technical data, comments by stations using the Capitol Library...and other helpful information. "Cap-Trans" is paying off for many leading stations in terms of *sponsors sold;* we'll mail the booklet promptly upon request, along with a sample transcription, if you desire.

CAPITOL
transcriptions

Capitol Transcriptions
Sunset and Vine, Dept. 75
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name _____

Station _____ Position _____

Street _____

City _____ State _____

WNAC-TV Is Working Affiliate of ABC Video

WNAC-TV Boston, Yankee Network television station, on July 1 became a working affiliate of the ABC video network, receiving its first ABC program, *What's New*, 5:30-6 p.m. that day. Arrangements worked out by Thomas O'Neil, Yankee vice president, and Lee Jahncke, manager of ABC television station relations, are similar to those made some months ago between WNAC-TV and the CBS video network, calling for network service to the station under a temporary working agreement. In each case, the contract will terminate if and when the ABC or CBS AM affiliate in Boston becomes a TV station operator as well, or when the Mutual network, of which WNAC is an affiliate, provides a network service to Boston.

VIDEO BIDS

Ten More Apply To FCC

TEN NEW applications for commercial television stations were filed last week with FCC. Seven of the applicants presently are indentified with broadcast stations now in operation.

Also reported last week was plan of Meredith Pub. Co., Des Moines *Better Homes and Gardens* publisher and television applicant in several cities, to merge its Albany request with Champlain Valley Broadcasting Corp., owner WXKW and WRWR (FM) Albany. With arrangements almost completed, new New York corporation of Meredith Champlain Television Corp. will eventually be owned 80% by Meredith Engineering Co., subsidiary, and WXKW 20%. Meredith would hold 96% at first.

Stephen R. Rintoul, principal owner of Champlain Valley and WXKW general manager, is to be president of new firm, capitalized at $500,000. Amendment to pending Meredith application at Albany is to be filed soon. Channel 9 (186-192 mc) with effective radiated power of 12 kw visual and 6 kw aural is sought. Four channels are still open in the Albany-Troy-Schenectady area and seven applications are pending.

Edward Lasker, movie producer and onetime vice president in charge of radio for former Lord & Thomas, advertising agency, filed requests for Channel 2 (54-60 mc) in Denver and Channel 7 (174-180 mc) in Salt Lake City.

Second bid for Salt Lake was tendered by Salt Lake City Broadcasting Co. Inc., operator of KALL there. Channel 7 is sought.

Southwestern Pub. Co., video applicant at Tulsa and Oklahoma City and chiefly owned by Donald W. Reynolds, broadcaster-publisher, requests Channel 8 (180-186 mc) at Little Rock, Ark. Another new newspaper applicant last week was Elmira Star-Gazette Inc., licensee WENY Elmira, N. Y., which filed for Channel 9 (186-190 mc) there. Firm is interest of Gannett Co. Inc., which has several other broadcast and television interests in the East and Midwest.

New television applicants and their ownership identification:

Denver, Col.—Edward Lasker, Channel 2 (54-60 mc), effective radiated power 15 kw visual, 7.5 kw aural, antenna height above average terrain 217 ft. Initial cost of construction $208,747.53, first year operating cost $125,000, revenue unknown. Mr. Lasker is motion picture producer with Walter Wanger Pictures Inc., Culver City, Calif., and before the war, from 1937-1941, he was vice president in charge of radio for Lord & Thomas, advertising agency. Mr. Lasker listed his net worth as $3,939,304.23.

Elmira, N. Y.—Elmira Star-Gazette Inc., Channel 9 (186-190 mc), 2.9 kw visual, 1.45 kw aural, antenna 704 ft. Initial cost $149,350, first year operation cost $55,000, revenue unknown. Applicant is 100% owned by Gannett Co. Inc., in turn owned solely by Frank E. Gannett Newspaper Foundation Inc. Applicant is operator of WENY and WENY-FM Elmira. Gannett Co. holds following radio interests: 100% interest in the The Press Co., which is 67.5% owner WABY Albany, N. Y.; 60% of WHEC and WHEC-FM Rochester, N. Y.; 79% WTHT and WTHT-FM Hartford, Conn.; 100% WDAN Danville, Ill.; 49% Olean Times-Herald Corp., which is 100% owner WHDL and WHDL-FM Olean, N. Y.; 100% Binghamton Press Co., FM permittee at Binghamton, N. Y.; 95.44% Utica Observer-Dispatch Inc., FM and television permittee at Utica, N. Y. WTHT, WHEC and The Press Co. have video requests pending.

Erie, Pa.—Presque Isle Broadcasting Co., Channel 3 (60-66 mc), 1 kw visual, 0.82 kw aural, antenna 441 ft. Initial cost $93,134.28, first year operating cost $36,000, revenue $48,000. Applicant is operator WERC and WERC-FM that city.

Little Rock, Ark.—Southwestern Pub. Co., Channel 8 (180-186 mc), 2.47 kw visual, 1.27 kw aural antenna 540.5 ft. Initial cost $157,318, first year operating cost $50,000, revenue $25,000. Applicant is chiefly owned by Donald W. Reynolds, licensee KFSA Little Rock and 50% owner WIKK Erie, Pa. Southwestern Pub. has television requests pending for Tulsa and Oklahoma City.

Meadville, Pa.—Meadville Broadcasting Service Inc., Channel 13 (210-216 mc), 2.5 kw visual, 1.23 kw aural, antenna 580 ft. Initial cost $97,000, first year operating cost $39,500, revenue $5,000-$20,000. Applicant is operator WMGW and WMGW-FM Meadville.

Nashville Tenn.—Jack N. and Louis R. Draughon doing business as WSIX Broadcasting Co., Channel 5 (76-82 mc), 17.1 kw visual, 8.86 kw aural, antenna 744 ft. Initial cost $189,247, first year operating cost $102,000, revenue $50,000. Applicant is operating WSIX and WSIX-FM in Nashville.

Salt Lake City, Utah—Edward Lasker, Channel 7 (174-180 mc), 30 kw visual, 15 kw aural, antenna 919 ft. Cost estimates and identification same as for Denver request.

Salt Lake City, Utah—Salt Lake City Broadcasting Co. Inc., Channel 7 (174-180 mc), 50 kw visual, 25.4 kw aural, antenna minus 372 ft. Initial cost $259,834, first year operating cost $143,400, revenue $54,000. Applicant is operator of KALL Salt Lake.

Tulsa, Okla.—Southwestern Sales Corp., Channel 8 (180-186 mc), 31 kw visual, 15.3 kw aural, antenna 396 ft. Initial cost $236,800, first year operating cost $114,000, revenue $73,000. Applicant is licensee KVOO Tulsa.

Wichita, Kan.— OkKan Television Chain Inc., Channel 4 (66-72 mc), 15.1 kw visual, 7.78 kw aural, antenna 500 ft. Initial cost $197,500, first year operating cost $50,000 revenue unknown. Applicant is new firm composed of Lawrence J. Heller, Washington attorney and former majority owner WINX Washington, president and 66 2-3%; and Richard K. Lyon, Washington attorney and ex-part owner WINX, secretary-treasurer and 33 1-3%. Associated in venture but having no ownership interest is Paul K. Smith, Wichita attorney.

Simple, positive protection for 9 Type Reproducers

...Inexpensive...Easy to Install

Here's how the new Western Electric 706A Guard eliminates the three major causes of damage to 9 Type Reproducers and greatly facilitates their handling.

First, it serves as an automatic latch-type support for the reproducer arm when not in use — taking the place of the armrest from which the arm may be accidentally jarred with damage to the reproducer.

Second, the 706A Guard *positively prevents any contact* between the reproducer stylus and the felt surface of the turntable and prevents the stylus from riding into the label and drive-hole area of the transcription.

Third, with the 706A Guard it is *impossible* for the stylus to hit the edge of a 16-inch transcription.

To place your order, call your local Graybar office or write Graybar Electric, 420 Lexington Ave., New York 17, N.Y.

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Western Electric — QUALITY COUNTS —

There's a lot more to it than this...

Close cooperation between the salesman and his client is perhaps more important in Spot Radio than in any other form of advertising. For that's how the vital decisions of this highly profitable and highly complex medium are made . . . and made correctly.

But there's more to the story than this . . . a lot more. For instance — there are things like the skill and experience of the Spot Radio representative. Without them even the closest cooperation has no value. But if the representative has the advantage of 250 years of combined experience behind him . . . if he has the energy and persistence to learn about *your* business before he talks about his own . . . if he knows markets and market coverage as well as his own name . . . and if he can show you how to get maximum results from every penny you spend for radio advertising — he's the kind of man you'll always want to do business with.

In short, if he's a Weed and Company representative he can guarantee you the same expert service that has proved so valuable to so many successful advertisers.

Weed and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

AVCO CHALLENGE

Jones Questions FCC Ruling

THE GENESIS of FCC's Avco (station transfer) Rule was challenged last week by Comr. Robert F. Jones, who charged that the decision from which the rule stemmed was filled with "dicta."

Comr. Jones aired his views colorfully in a dissent from a Commission majority opinion which refused to set aside the action denying transfer of KMED Medford, Ore. from Mrs. W. J. Virgin to Gibson Broadcasting and approving it, instead, to the competing bidder, Medford Radio Corp. [BROADCASTING, Nov. 3, 1947]. The petition was filed by Gibson and Mrs. Virgin.

Mr. Jones, who dissented from the original KMED decision on grounds that there were substantial differences in the offer of Medford Radio and that of Gibson, and that therefore Medford's bid didn't meet the terms of the Avco Rule, reitterated his original dissent. He also pointed out that in the case involving Aviation Corp.'s purchase of Crosley Broadcasting Co., from which the Avco Rule derived its name—and which the majority cited in support of its position on the KMED case—there had been no competing bidder.

He charged that "the language from the Commission was based upon an hypothesis and is therefore dicta."

With reference to the KMED case, in which Mrs. Virgin has refused to enter into a contract with the FCC-approved purchaser because of purported differences in its offer and that of Gibson Broadcasting, Mr. Jones declared:

The Commission in this instance [reliance upon language of the original Avco case] wants to rely on labor pains when it should be relying upon the child, Sec. 1.321 of the Commission's Rules [Avco Rule].

The Avco case has no more relation to the rule to be applied and interpreted than the delivery room to the offspring. I mean to emphasize that the Avco case has about as much relation to the rule as the discovery of a written intention by an intestate decedent to write a will.

The Powel Crosley [Avco] case does not appear in Sec. 1.321 subsequently considered and adopted by the Commission. The only language in that section which might be relied upon provides that, when the Commission concludes that a competing applicant is to be preferred, consent will be given upon the timely filing of a contract for the assignment or transfer to the competing applicant upon the same terms and conditions as stated in the original application "or upon such terms and conditions as the parties may agree upon and which new terms and conditions the Commission shall find to be in the public interest."

Mrs. Virgin's agreement with Gibson Broadcasting provided for her sale of the station for $250,000 plus $20,900 in stock in the purchasing company. Comr. Jones contends Gibson's and Medford Radio's offers differ substantially in that Luther Gibson, principal owner of Gibson Broadcasting, offered personal endorsement of notes to be given toward the purchase price, while Medford Radio stockholders did not.

Upcoming

July 12-15: Democratic National Convention, Philadelphia.

July 20-21: Georgia Assn. of Broadcasters, summer meeting, Henry Grady Hotel, Atlanta, Ga.

Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Muehlebach Hotel, Kansas City.

Aug. 23-25: Western (Canada) Assn. of Broadcasters meeting, Saskatoon.

Aug. 24-27: American Institute of Electrical Engineers, Pacific general meeting, Spokane, Wash.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 27-29: FM Assn., annual convention, Hotel Sheraton, Chicago.

Argentina's Chief Urges Air Freedom

FREEDOM of the air was advocated by President Juan Peron of Argentina in his opening address before the first general meeting of the Inter-American Assn. of Broadcasters, which convened June 30 at Buenos Aires.

Delegates from all hemisphere nations are participating in the conference. Representing American broadcasters is Gilmore Nunn, WLAP Lexington, Ky., named by the NAB board.

"Argentina considers freedom to express thought essential to national life," President Peron told the association, condemning "all attempts to restrict it regardless of the ideological pretext that may be adduced."

Depriving freedom to express thought cannot be justified as a means of preserving the well-being of a given group, he said, adding that responsibility for any misuse of such freedom remained with the users.

In a dispatch to the *New York Times*, the newspaper's Buenos Aires correspondent referred to the charge that President Peron's political opponents "were unable to buy a minute of radio time during the electoral campaign last February and March." The paper added, "The President, under whose regime several papers have disappeared while others, such as *Nacion* and *Prensa*, have steadily toned down their approach to the government, defended liberty of expression of thought in general and liberty of radio broadcasting in particular."

*Declaration of an Independent**

WHHM believes

That a station serves best which gives its audience music, news, and sports in balance.

That the satisfaction of a contented client is riches beyond compare.

That an alert staff, coupled with responsible management can't help but produce results.

That Hoopers are wonderful (and we've got wonderful Hoopers), but it's the way the audience responds at the register that counts.

That service to its area audience is what makes a station great . . . and believed in . . . and acted upon when commercials are aired.

NOBLE SENTIMENTS . . . Yes, all this plus

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Independent—but not aloof
MEMPHIS, TENNESSEE

PATT McDONALD, general manager

FORJOE & CO., representatives

*** We recall this headline from a famed ad of the depression.**

Announcing . . .

the formation of

THE GEORGIA TRIO

Effective July 1, 1948

The TRIO, consisting of the C.B.S. affiliates in Georgia's first three markets is available to national advertisers at special group rates.

WAGA • ATLANTA — 5,000 w., 590 kc., C. B. S.*

WMAZ • MACON — 10,000 w., 940 kc., C. B. S.

WTOC • SAVANNAH—5,000 w., 1290 kc., C. B. S.

*WAGA joins C.B.S. on Sept. 26, 1948

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York · Chicago · Detroit · Atlanta
Kansas City · San Francisco · Los Angeles · Dallas

Radiorama

PART OF THE CROWD of 6,000 who gathered near Wilkes-Barre to see the Louis-Walcott fight on the WBRE 7 x 9 ft. television screen. WBRE's experimental television station picked up the TV signal from WNBT New York. The station's TV application is now pending, but TV promotion is very much in operation.

HONOR graduates Mr. and Mrs. Albert Gillen smile proudly after graduation from Syracuse U. Mr. Gillen, an account executive with WSYR Syracuse, graduated magna cum laude; his wife, cum laude.

HARRISON WOOD (l), commentator, discusses his new ABC program, "This Changing World," with John Donohue, (center), ABC sales, and Walter F. Zimmer, head of Zimmer-Keller, agency for Fruehoff Trailer Co., sponsor.

"SMALL FRY CLUB," DuMont TV's favorite of the little people, gets a sponsor, General Foods, for 52 Thursdays. Getting it on paper are (l to r, seated): L. T. Steele, Benton & Bowles vice president; Steve Campbell, advertising manager, Post Cereal Division, GF; Lawrence Phillips, director of DuMont TV Network. Standing is Bob Emery, producer of "Small Fry."

PRYING into television are Howard Luttgens (l), chief engineer of NBC Central Division and I. E. Showerman, vice president. Boxes contain equipment for the network's new TV station in Chicago, WNBQ. →

FOR THIRD year Wilbur-Suchard Chocolate Co. will sponsor broadcasts of Lancaster High School football games and "High School Variety Hour" on WLAN Lancaster, Pa. L to r, Stanley Baker, WLAN salesman; John Boyd, sponsor's advertising manager; John D. Hymes, sales manager. ↓

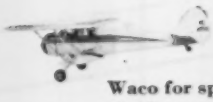
WNEW New York and Associated Radio Servicemen of New York sign agreement naming WNEW official station for the servicemen's organization. Seated (l to r) Jack Sullivan, WNEW promotion director; Max Liebowitz, ARS president. Standing, Max Weiner, WNEW chief engineer; Arthur Silverberg, member of ARS board of directors. ←

THE MAYOR breaks ground for new WHJB Greensburg, Pa. transmitter, going to 1 kw fulltime. L to r (foreground): George J. Podeyn, manager; H. K. Brennen, vice president; Mayor Henry Coshey; Lyle Allen, engineer; Harry Stehman, secretary; Walter McCoy, chief engineer. ↓

MEXICAN DELEGATES to the Second Interamerican Radio Conference in Buenos Aires as they left the Mexico City airport are (l to r): Adrian R. Lajous, Dr. Luis de la Rosa, Jose Luis Fernandes, Capt. Charles W. Horn, Clemente Serna Martinez, Arnold Boeza. Emilio Azcarraga, president of XEW Mexico City, left the airport before this picture was taken. ↓

Grumman Amphibian, completely equipped flying darkroom . . .

TELEPIX *NEWSREELS NOW AVAILABLE!*



Waco for spot air shots, quick delivery . . .

DAILY NEWSREEL . . . news while it's new, plus prompt coverage of sports, special events, fashions, human interest . . . 10 minutes—daily.

SUNDAY ROUNDUP . . . picked clips of the week from the WPIX daily newsreel, and coverage of current news . . . 20 minutes—every week.

To television stations in the market for more informative, interesting and entertaining news and news features . . . WPIX offers Telepix—a complete and comprehensive newsreel.

With a total staff of twenty-four . . . ten cameramen covering New York, Washington and the Eastern Seaboard . . . two planes, station wagon for fast on-spot work . . . AP and News wires . . . foreign footage from French Gaumont, British contacts, many other exclusive WPIX sources . . . most modern movie production facilities and newest equipment . . . Telepix will attract additional audience . . . promote prestige, create comment, increase stature for any television station!

For all the facts on the Telepix . . . phone, write or wire—WPIX, 220 E. 42nd St., New York 17, N. Y.

Station wagon, camera equipped for location work . . .

WPIX

NEW YORK CITY • CHANNEL 11

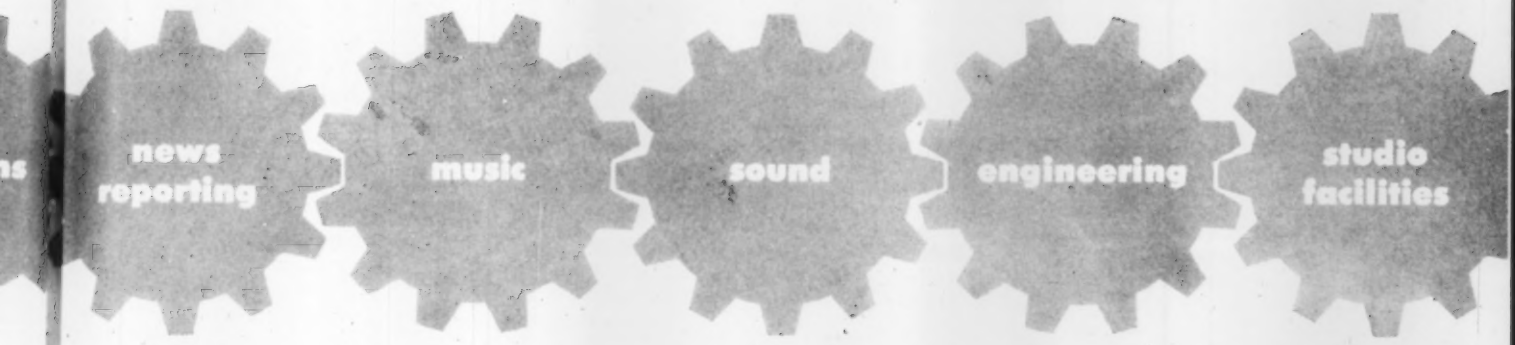
Two Huston film developers process 15 feet of film a minute . . .

another reason why

CPN is the West's

complete

Regional Network



Most effective because: The Columbia Pacific Network backs its advertisers with every kind of radio promotion from audience building to dealer merchandising. That's why CPN sponsors volunteer statements like these:

"Once again we want to tell you that the promotion you are giving our program is the best we have seen in our long experience as a radio advertiser."

"We very much appreciate your remarks at the meeting . . . selling our group on our program . . . I am sure our men have a much better understanding of the potency of radio."

Largest and best: CPN's Promotion Department is the largest in radio west of the Rockies. And the most complete. With press information, art, photographic, copy, research, audience promotion and merchandising staffs to give each advertiser's program full support among listeners, salesmen and dealers.

It's Important: Fine programs plus well directed promotion mean better results for radio advertisers. Columbia Pacific supplies both . . . another reason why your campaign will be most effective on CPN.

Represented by RADIO SALES, Radio Stations Representative, CBS; New York, Chicago, Los Angeles, Detroit, San Francisco, and Memphis

Columbia Pacific Network

The West's Complete Regional Network

Editorial

Dewey Did—Do Dems?

LAST WEEK this journal was privileged to publish an interview with Gov. Dewey, fresh from his triumph at the GOP Convention in Philadelphia.

He calls for an unfettered system of American radio. He is opposed to FCC incursions into fields beyond regulation of technical facilities. He opposes Government ownership with a zeal and an ardor that must tickle the cockles of every radio heart. He condemns unwarranted demands for free radio time from rump groups. He wants television and FM developed by private enterprise.

Irrespective of party lines, broadcasters cannot help but view Gov. Dewey's comments as approaching radio Utopia. Four years ago, when he was the Republican standard-bearer, he was of the same mind. But he had no opportunity to do anything about it.

Mr. Dewey's expressions put the Republican party on record, even though there was no free radio plank in the GOP platform, as was the case four years ago.

On July 12, the Democratic Party meets in Philadelphia. The likely nominee, at this stage, is President Truman. Early in his administration, he came out four-square for radio "on a parity with the press." In a letter to this journal on July 3, 1945, he said:

> **The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press.**

More recently, however, the President has evidenced some discomfort when confronted with the problem of radio's freedom. He rapped both the press and radio for "distortion" in his rear platform appearance on his recent transcontinental trip.

Four years ago, the Democratic platform ignored radio. Will the Democrats follow suit this year, or will they take advantage of the GOP oversight?

Unlike newspapers, broadcast stations, till now, have carried no political labels. They do not pledge themselves to this party or that. Imminent lifting of the Mayflower editorializing ban (which can be expected any day) may change that, though we fervently hope that stations do not affiliate themselves with any political cause.

At all events, the facts now are that GOP Nominee Dewey has taken an unequivocal position on a free radio. The Democrats, in the image of President Truman, have not—recently.

Broadcasters want to know.

MORE THAN one radio newsman got a chuckle out of a statement on the editorial page of the June 26 Editor and Publisher. *Titled "Importance of Newspapers" the editorial minimizes the fact that radio and television stole the show at the GOP Convention. One sentence says: "What's more, most of the news that comes over the radio is gathered by newspapermen anyway." We submit that the word "newspapermen" should be changed to "newsmen." Newspapermen work on newspapers. But newsmen gather news, whatever the medium. Certainly reporters whose principal job is gathering news for radio and TV are not newspapermen, although many of them have graduated from newspaper ranks into the newer, more facile art.*

RETIRING Comr. Clifford J. Durr's conclusion that FCC erred in its grant for rabble-rousing Preacher J. Harold Smith's WIBK Knoxville (see story this issue), lifted him at last—and at least temporarily—out of this journal's debit column. It took him a seven-year term, minus a day, to make the grade. But he made it. Welcome to the black side of the ledger, Mr. Ex-Commissioner!

Full House or Stacked?

MOST of our misgivings over the House Select Committee investigation of the FCC are allayed with the naming by Speaker Martin of the Committee personnel. At first blush, it looks like a good committee—not a rabble-rousing fire-brand among them.

Three of the five members are also members of the House Interstate & Foreign Commerce Committee, in which radio legislation originates. Four of the five are attorneys. Chairman Harness of Indiana, author of the resolution which authorizes the inquiry, has no preconceived notions about FCC wrongdoing.

With such a committee, it is logical to expect an objective quest for facts upon which remedial legislation could be founded. It has been 21 years since the present organic law applying to radio was written. It was in 1927 that the radio provisions of the existing law were fashioned and then bodily incorporated in the Communications Act of 1934.

The Senate in recent years has made several efforts to write new law. All have proved ill-conceived. All sought to achieve too much and became enmeshed in controversies stemming from the predilections of individual senators. The courts have gone off in all directions in interpreting the existent statute, so that any case usually can be argued from any angle, with court precedent somewhere to back it up.

We doubt whether the Select Committee inquiry will produce any evidence of malfeasance or skullduggery. Probably it will be found that left-wingers on the FCC (at both the Commission and the staff level) have favored left-wingers or worse among the applicants; that facts have been jimmied to fit the fair-haired ones. The Committee also might well find that there is or has been a philosophy on the legal staff, abetted by a commissioner or two now departed, to sock the "ins," and to make radio so unsavory to the established order that the trend toward the BBC type of "nationalized" operation would be speeded.

The Blue Book and its foreign antecedents should prove enticing. So will the half-dozen different "judicial law-making" decisions, like the equal time for atheists, and the multi-pronged Port Huron case on political broadcasting, the economic studies which should be none of the Commission's business, and other mischievous decisions which have sprung from the fecund minds of the FCC's legal gentry.

The Committee has a golden opportunity to make a public contribution of incalculable value. The FCC now sitting is practically a new agency, with a turnover of six of its seven members during the last two years. There have been some staff changes, but there remain the roots of infection. The Committee would do well to avoid the mistakes of its predecessor of 1943-44.

If the Committee can brush aside the fast-talking government gobbledegook, and can keep ever before it the eternal light of the Bill of Rights as it *should* apply to radio, its task in producing a statute to fit the mass radio arts will be as simple as is right from wrong.

Our Respects To—

LIONEL CECIL PLACE

WHEN Lou Place flunked his physica for Annapolis in 1929, he was hardl concerned, because he had other thing on his mind. He wanted to be an actor. T reach that goal, he put to sea.

Since those days when he started his caree as a ship's cadet, he has run the radio gamu from technician-operator, through announce and actor to producer and writer. Today yo will find this personable young chap holdin down as West Coast manager of Russel M Seeds Co. with his headquarters in Hollywood

Besides handling administrative details o the agency's West Coast offices, he has bee executive producer of NBC *Red Skelton Sho* and *People Are Funny* and he now direct the weekly CBS *Padded Cells* (Schutter Cand Co. for Old Nick candy bar). In addition h is responsible for several local shows.

Born Lionel Cecil Place on Feb. 13, 1912 in Portland, Ore., he received his grade an high school education in that city. It wa during those school days that he was initiate into radio. He did character bits on the weekl *Hoot Owl* program on KGW. And this gav Lou Place the idea that he wanted to follo the footlights for a career.

With high school over in spring of 1929, h joined the Merchant Marine, taking a thre month trip as cadet to the Orient.

Going to sea was a means to an end. An this policy Mr. Place maintained for man years, he will tell you. With enough money i his jeans from this first trip, young Place en rolled in the American Institute of Technolog for Radio in his home town. Eight month later he was qualified as a 2nd class radi operator. Armed with a rating, he put to sea again—but this time for 18 months.

With money accumulated from this cruise he enrolled in the U. of California at Lo Angeles in fall of 1931, majoring in dramatics Campus productions took a great deal of hi attention during the next couple of years.

These were depression years too. Sailors were in greater demand than aspiring young actors in June 1933, when Lou Place left col lege. So he found himself going to sea again He sailed as quartermaster and third mate on a round-the-world cruise.

During these two years of travel, Third Mate Place managed to save enough money to insure a try at professional acting. So he went

(*Continued on page 46*)

by Ewing Galloway, N. Y.

More Food Sales THAN BOSTON

Food sales in WOAI's daytime primary area* amount to $247,370,000† . . . more food sales than in the city of Boston, "home of the bean and the cod."

Texans are hearty eaters . . . also hardy workers. Texas, for instance, leads the nation in the production of wool. WOAI's primary area is largely responsible for this leadership. According to the 1945 census of the Department of Agriculture, 37,838,409 pounds of wool were shorn in WOAI's 67 daytime primary counties during 1944.

Production such as this helps to make up a net effective buying income of $1,282,729,000† . . . and food sales such as this help to build your business.

See your Petry man for further details showing how WOAI can help you sell this tremendous market.

* BMB 50% to 100% counties
† Sales Management 1948 Survey of Buying Power

By any check you use—it's **WOAI**

WOAI
San Antonio
NBC • 50000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Hop on the HAY WAGON—
Bring home a Load of SALES from the Saturday Night

DIXIE BARN DANCE
RADIO SHOW and Hillbilly Jamboree
on
wjhp
JACKSONVILLE Florida

Greatest Buy in the South!
—the Goldangdest, Biggest Radio Show in these here parts!
Come EARLY and git a sittin' place!

Write or wire
JOHN H. PERRY ASSOC.
or WJHP direct!

wjhp - 5000 watts
wjhp-fm - 96.9 megs

Respects

(Continued from page 44)

to New York. He appeared in the Metropolitan Opera and Ballet Russe. Bit parts in various Broadway productions were his, too.

Then he joined a travelling Group Theatre troupe and for three months toured as lead in an opus called "The Passion Flower." A subsequent stock company took him to New Orleans where he played a variety of roles in a modernized version of "Uncle Tom's Cabin."

When that show closed he remained in New Orleans freelancing. He was associated with various advertising agencies, including Stone-Stevens Inc. He recalls that a little of everything was all of his job with that agency in those days. He was announcer-actor and producer on a variety of shows handled by that agency on WWL and WDSU.

It was during this time that he met a professional dancer by the name of Mildred Shaw. And he went a courtin'. But it wasn't until two years later, on Nov. 28, 1940, in Los Angeles, that she became Mrs. Lionel Cecil Place. Today, with their off-spring Jeffrey, age 6, they make their home in the Hollywoodlands sector of Hollywood.

Hollywood-Bound

Meanwhile, like other young aspirants, Hollywood became his goal. And, too, his family had moved from Portland to Los Angeles. So young Mr. Place packed his grips and in the fall of 1939 went west. But there were no Hollywood radio jobs awaiting him. Therefore he tried his hand at movie acting.

He also freelanced as announcer and disc jockey on various stations in the area. Mr. Place has received checks from KGFJ KFAC KMTR (now KLAC) KHJ and KFI Los Angeles, and KIEV Glendale for performances delivered. At one time during his career he worked on the staff of one station and did dance remotes for two others under various pseudonyms "but the station managers never knew the difference" he said.

He was "Hank the Watchman" on KGFJ Los Angeles for approximately a year. When he would finish that six hour stint—from midnight to 6 a.m. he would hop into his car and drive madly across town to KIEV Glendale, which he opened each morning at 6 a. m. How he did it, he'll never tell. But KIEV went on the air at 6 a.m.

An assignment as newscaster and producer took him to KOY Phoenix and the Arizona Network for approximately one year, but he returned to Los Angeles in late 1945 and set himself up in the package show business. It was in June 1946 that he joined Russel M. Seeds Co. in his present capacity.

Five foot 10½, blue-eyed and tipping the scale at 165 lbs., his manner is that of quiet, unhurried reflection. Smooth-running dynamo that he is, when faced with a radio problem, he doesn't hesitate to call upon his entire staff to help find a solution. "That's how we get things done," he says. And he believes in giving the next fellow credit for a job well done. He likes straight talk and direct thinking.

Although not a joiner, he is active in Hollywood Ad Club, serving on the attendance committee. His hobbies are swimming and a round of golf. He's also a "ham" operator.

Ad Council Radio Data Is Available

THE ADVERTISING Council, commenting on its Radio Allocation Plan in its sixth annual report issued last Thursday, said that total radio coverage from March 1947 to March 1948 amounted to 14,500,000,000 listener-impressions (messages heard once by one listener). The messages were carried regularly through the Council's Plan on practically every commercial, sustaining and cooperative program of the four major networks.

The report, titled "What Helps People Helps Business," reviews in detail contributions made to public interest projects by advertisers, advertising agencies and media groups, and lists a number of "success stories" achieved with the assistance of Council campaigns. Mention of awards received during the year is also made. Report also cites as a highlight formation of the Industries Advisory Committee under the chairmanship of Charles E. Wilson, president of General Electric Co.

A few brief comments by Charles G. Mortimer Jr., Council chairman and vice president of General Foods, accompanied the official summary of sixth-year operation. Mr. Mortimer predicted, "The coming 12 months will continue the domestic dislocations inherited from the war, plus the new (ones) of the world recovery program." More than 30,000 copies are being distributed to all allied industries.

Management

JOHN SINCLAIR, former manager of WBRW Welch, W. Va., has been named manager of WIBU and WWCF(FM) Madison, Wis. He also has been associated with KOA Denver, KUTA Salt Lake City, and KID Idaho Falls, Idaho.

JAMES C. VOCALIS, president and general manager of WLBB Carrollton, Ga., resigned July 1, to enter father's business in Atlanta. He plans to reenter radio at future date and will retain small interest in the station. **JAMES MATTHEWS,** production director of WLBB has been named station manager.

CHARLES McNAMEE, former instructor in radio arts department of U. of Alabama, has joined WGYV Greenville, Ala., as general manager.

LIN MASON, assistant manager of WWSO Springfield, Ohio, has been named general manager to succeed **O. R. BELLAMY,** who resigned to accept position as manager of WPGH Pittsburgh. Mr. Mason has been associated with WKRC Cairo, Ill., WCOL Columbus, Ohio, WIZE Springfield, WING Dayton and WBNS Columbus. He also is a founder and president of Transcription Sales Inc.

Mr. Mason

LLOYD E. YODER, general manager of KOA Denver, has been named chapter chairman of Denver Red Cross Chapter.

ROBERT E. KINTNER, executive vice president of ABC, has been honored for his outstanding work in recent Greater New York Fund campaign. He was presented with citation "for meritorious service" to Fund's 1948 appeal.

NAIRN MOGRIDGE has been appointed manager of CBW Winnipeg, and CBK Watrous, Sask. Prior to joining CBW and CBK he was supervisor of program clearance of Canadian Broadcasting Corp. at Toronto. He started in radio in 1921 as an amateur, became manager-announcer of former CKPC Preston, Ont., and in 1936 moved to former CKNC Toronto. He joined CBC as operator in 1937.

PAUL E. WAGNER, formerly with Syndicate Theatres Inc., Columbus, Ind., and supervisor of construction and operation of WCSI (FM) Columbus, has been named vice president and general manager of WALL Middletown, N. Y. Mr. Wagner started in radio in 1935 at WPAY Portsmouth, Ohio, as an announcer. He later became news editor, then program director and in 1942 was appointed general manager of station.

CHARTER HESLEP, former Washington manager of Mutual, has resigned as executive editor of "Congressional Quarterly News Features" and expects to return to radio.

HENRY BURKE, general manager of KFAB Omaha, Neb., has received plaque as champion golfer at recent Omaha Kiwanis Club Field Club, Stag Day affair.

WORLD and CAPITOL LIBRARIES

WJZM

FULL-LEASED ASSOCIATED PRESS NEWS SERVICE

- RADIO HOMES SERVED 27,400
- CLARKSVILLE POPULATION 18,200
- POPULATION IN AREA COVERED 175,766
- ANNUAL RETAIL SALES *$55,262,000
- EFFECTIVE BUYING INCOME *$84,571,250

* Based on Sales Management Magazine "Survey of Buying Power" May 10, 1947

CONLAN SURVEY PROVES

40.4% MORNING—49.4% AFTERNOON—28.8% EVENING

Write for your Complete copy of Conlan Survey

MUTUAL BROADCASTING SYSTEM

WJZM

TENN. CLARKSVILLE,

WHAT'S NEW IN TELEVISION?

Take a Look at WPTZ!

In the Merry, Merry Month of May...

52 ADVERTISERS on WPTZ!

When 52 experienced, "show-me" advertisers buy time on this one Philadelphia television station they must have had more compelling reasons than just a desire to get on the TV bandwagon.

It could be coverage. With WPTZ's new antenna system topping downtown Philadelphia by almost a thousand feet, the Philco station reaches out roughly 50 miles to offer television service to 3,306,000 people! Here is one of the nation's fastest growing television audiences, already second largest (42,000 receivers) in the country.

Or facilities perhaps ... WPTZ's well equipped studio, three complete mobile units, art and scene shop, film production crew, 16mm and 35mm projection equipment, two-way relay to New York for NBC network origination—just to name a few.

Or knowing how to use these facilities. Nine years of actual television station operation coupled with Philco's sixteen years of active television experience have produced at WPTZ what many consider to be the best trained, *professional* staff and crews in the business!

Or maybe it's the alacrity with which the boys in the commercial department will tell you what WPTZ and the Philadelphia television audience have to offer you and your clients. Drop us a note or, better yet, phone—

PHILCO TELEVISION BROADCASTING CORPORATION

Architects' Building, Philadelphia 3, Pa.

Telephone: LOcust 4-2244

NBC TELEVISION AFFILIATE

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

COLLINS

Service at your command

The Collins Radio Company maintains a Sales Service Department staffed by skilled technicians and engineers who are thoroughly experienced in the use and maintenance of Collins equipment.

Trained personnel are available, ready to assist the customer with on-the-site installations. Collins can furnish not only the supervisory engineer and installation technicians but also the specialized test equipment which enables a station to sign on its initial broadcast at the earliest possible date.

The Sales Service Department is prepared at all times to maintain the high standards characteristic of all Collins equipment. In addition to our service engineers, the knowledge and experience of the entire Engineering, Research and Development Divisions are available, to aid in special problems relating to installation and use of Collins equipment.

Because the Collins main plant is centrally located it can serve the entire nation quickly. Twenty-four-hour service seven days a week is available to handle customer orders for replacement components and assemblies from our comprehensive stock.

Personnel and facilities are provided to effect prompt and efficient analysis and service of units returned to the factory for modernization, adjustment or repair.

Collins Radio Company
CEDAR RAPIDS, IOWA
11 West 42nd Street
New York 18, N. Y.
458 South Spring Street
Los Angeles 13, Calif.

Denny

(*Continued from page 21*)

with the administrative vice presidents.

When Mr. Denny resigned from the FCC he received a "Dear Charlie" letter from President Truman, who lauded him for the "high quality of public service" which he had rendered in his decade of government tenure. In that span, he rose from junior attorney at the Dept. of Justice to the youngest commissioner and youngest chairman in radio regulatory annals.

Charles Ruthven Denny was born in Baltimore on April 11, 1912, and graduated from Amherst in 1933 and from Harvard Law School in 1936. He practiced for two years with the Covington law firm in Washington and from 1938 until he joined the FCC in 1942, he served in the Lands Division of the Department of Justice. He subsequently was made special assistant to the Attorney General as chief of the Appellate Section of the Lands Division.

Mr. Denny's first major assignment with the FCC had to do with litigation surrounding the so-called chain-monopoly regulations which were vigorously opposed by NBC as well as CBS. ABC at that time was the Blue Network and was owned by NBC, while Mutual, as a cooperative network, maintained a relatively neutral position. Mr. Denny argued and won that case.

Aide to Fly

He also served as the right-hand bower to Chairman James Lawrence Fly in the hot House Select Committee inquiry into the FCC, which wound up in a notable victory for the Commission when the inquiry was dropped.

Mr. Denny's last appearance before Congress came last month, when he appeared for NBC in the *Voice of America* embroglio. He found himself flitting from investigation to investigation on both sides of the Capitol, and, it's generally felt, wound up with colors flying.

Mr. Denny is married to the former Elizabeth Woolsey of New York. They have three children, Alison Byrd 8, Cristine 5, and Charles Jr. 3.

Mr. Margraf will move to New York to take over Mr. Denny's legal office. He is 33 and a native of Cape Girardeau, Missouri.

He graduated from Southeast Missouri State Teachers College in 1936 with an A. B. degree and from Duke U. Law School in 1939. At Teachers College he was editor and business manager of the yearbook and graduated first in his class. At Duke, where he also graduated first in his class, he received scholarships during each of his three years. He was also editor of the *Duke Bar Journal*.

Mr. Margraf became associated with the law firm of Cahill, Gordon, Zachry & Reindel in New York in 1939 and was assigned in charge of the Washington office in 1942, serving as Washington representative of NBC during the entire time. He has been admitted to practice in New York, Missouri and Washington and is a member of the bars of the Supreme Court, Court of Appeals, Court of Claims, Tax Court, FCC and Treasury.

Mr. Margraf married Grace Houck of Shelbina, Mo., in 1939. They have three children, James Houck 5½, Patricia Lee 3½, and John William 5 months.

WFIL-FX PHILADELPHIA IS GOING COMMERCIAL

WHEN commercial facsimile by FCC authorization is permitted July 15, the facsimile edition of the *Philadelphia Inquirer*, broadcast over WFIL-FX Philadelphia, will go commercial.

Roger W. Clipp, general manager of the *Inquirer* stations, revealed that seven firms already have purchased advertising space in the eight-page weekly news review.

Advertising rates are not being published, but it is understood that the charges are nominal. It is possible that the station will arrange to have facsimile receivers placed in advertisers' establishments.

Copy and layout of the ads will be prepared by advertising departments and agencies of the firms in the same manner newspaper advertising is prepared. WFIL's facsimile art staff will prepare the advertisements for broadcast, inserting them on news pages as specified by the advertisers.

Sales for the editions are handled under supervision of John E. Surrick, sales director for *Inquirer* stations.

Best Gets Life

A LIFE prison sentence was imposed last Thursday in Boston on Robert H. Best, 52-year-old American newspaperman, who was convicted the previous day of treason for serving as Nazi radio propagandist during World War II. The Sumter, S. C., native, who was sentenced by Federal Judge Francis J. W. Ford, was also fined $10,000. Assistant Attorney General T. Vincent Quinn, in charge of criminal prosecutions, had demanded the death penalty.

NAB Gives List Of Subcommittees

MEMBERS of five standing subcommittees of the NAB board were appointed last week, along with board liaison members of 10 permanent standing committee of the association.

Members of the subcommittees follow:

By-Laws: G. Richard Shafto, WIS Columbia, S. C., chairman; Campbell Arnoux, WTAR Norfolk, Va.; William B. Quarton, WMT Cedar Rapids, Iowa.

Convention Sites and Policy: Howard Lane, WJJD Chicago, chairman; Harry Bannister, WWJ Detroit; Paul W. Morency, WTIC Hartford; Calvin J. Smith, KFAC Los Angeles.

Convention Protocol: Hugh B. Terry, KLZ Denver, chairman; Paul W. Morency, WTIC Hartford; H. W. Slavick, WMC Memphis.

Finance: Clair R. McCollough, WGAL Lancaster, Pa., chairman; T. A. M. Craven, WOL Washington; Harry R. Spence, KXRO Aberdeen, Wash.; John F. Meagher, KYSM Mankato, Minn.; Harold E. Fellows, WEEI Boston.

Membership: Charles C. Caley, WMBD Peoria, Ill., chairman; Edward Breen, KVFD Fort Dodge, Iowa; Gilmore N. Nunn, WLAP Lexington, Ky.

Board liaison members named to the permanent standing committees of NAB were as follows:

Employe-Employer Relations Executive Committee: Henry P. Johnston, WSGN Birmingham; Calvin J. Smith, KFAC Los Angeles.

Engineering Executive Committee: G. Richard Shafto, WIS Columbia, S. C.; T. A. M. Craven, WOL Washington.

FM Executive Committee: Everett Dillard, KOZY Kansas City; Willard D. Egolf, WBCC-FM Bethesda, Md.

Legislative: Clair R. McCollough, WGAL Lancaster, Pa.; Harry Bannister, WWJ Detroit.

Music Advisory: Campbell Arnoux, WTAR Norfolk, Va.; H. W. Slavick, WMC Memphis.

Program Executive: Harold E. Fellows, WEEI Boston; Robert D. Enoch, KTOK Oklahoma City.

Public Relations Executive: Michael R. Hanna, WHCU Ithaca, N. Y.; William B. Quarton, WMT Cedar Rapids, Iowa.

Research: Charles C. Caley, WMBD Peoria, Ill.; George D. Coleman, WGBI Scranton, Pa.

Sales Managers Executive: Clyde W. Rembert, KRLD Dallas; Harry R. Spence, KXRO Aberdeen, Wash.

Small Market Stations Executive: John Meagher, KYSM Mankato, Minn.; William B. Smullin, KIEM Eureka, Calif.

5000 WATTS SOON!
CBS
EL PASO
KROD
KEY STATION-
SOUTHWEST NETWORK

OIL NEWSLETTER

PUBLISHED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 1 OF A SERIES

FOR YOUR INFORMATION:

Gasoline pinch this summer? Oil men don't think so...figure they can handle normal increase over 1947 gasoline demands. Abnormal increase, however, could cause "spot" shortages in gasoline East of the Rockies. At worst, these would be only temporary. Public is being urged to use oil products efficiently...conserve gasoline and fuel oil wherever possible.

General outlook for oil supplies is good. Main reason: Oil industry is now supplying more oil products than at any time in history. Current output is nearly 246 million gallons daily -- surpassing even peak wartime production.

Tremendous increase in oil supplied U.S. stems from today's greater-than-ever demand for oil products. 37 million motor vehicles, over a million new farm tractors, double the number of oil burners since '38...heavy demands of planes, diesel trains and industry are main reasons why America now uses more oil than ever before.

Expenditures of over 4 billion dollars for expanding facilities plus round-the-clock work schedule of over 34,000 individual oil companies is enabling competitive oil industry to keep pace with ever-rising demand.

Refiners have stepped up pace to handle record crude oil output. Transportation of oil is really rolling (new pipelines, tankers, barges, trucks and tank cars). Oil distributors are working night and day to deliver oil products when and where needed. Long range outlook for the future is good.

Underground proved reserves hit new high of trillion gallons in 1947. Approximately 18,000 new wells were "brought in" last year by production companies which helped build up largest amount of reserves in nation's history.

What's ahead in 1948? Oil industry will continue to step up production to keep pace with nation's increasing demand for petroleum products. Oil industry's objective: all the oil products you want... when and where you want them.

for more than five consecutive years

PETER PAUL CANDY CO.

has been advertising on station*

WMC
MEMPHIS

** A "spot" advertiser with 912 continuous quarter hour programs during this period.*

AFFILIATE

5,000 watts day and night, 790 kilocycles. National representatives, the Branham Company. Owned and operated by the Commercial Appeal.

WMCF
First FM station in the Mid-South

WMCT
Television coming soon

TV Upheaval

(*Continued from page 21*)

dozen channels are not "gone" in two or three years then, in his view, broadcasters using these frequencies will be operating two transmitters—one in that region and another in the high band above 500 mc.

Mr. Willoughby was understood to be motivated by a desire to make clear to his listeners that television cannot be expected to make money overnight but, on the contrary, is an expensive undertaking which will become even more expensive if the pressure from fixed and mobile interests succeeds in prying away additional video space.

Space Demands Grow

Channel 1 already has been reallocated away from television, and Mr. Willoughby reported that the pressure for additional space for these services is growing. He pointed out that television in Channels 2 through 6 is subject to a wide variety of interferences, and that true high-definition television will come only in the higher frequencies. He said he did not know whether television would lose Channels 2 through 6 one at a time, as in the case of Channel 1, or in larger segments.

He estimated that at least a quarter of a million dollars was needed to get into the television broadcasting field and that programming alone would take $100,000 annually—particularly during the period until networking facilities are available.

Inquiries among other television authorities—including some at FCC—meanwhile brought the reaction that there was considerable basis for Mr. Willoughby's beliefs. This appeared to be even more true of his views on the fate of Channels 2 through 6 than on the early imminence of color.

Hearings Important

Pressure for the use of the lower channels for mobile services—such as aviation, police, fire, taxi, etc.—has been building up over a long period and is considered sure to increase rather than diminish because of the safety of life factor.

The success of these demands insofar as the immediate future is concerned, according to informed observers, depends to a great extent upon the outcome of the high-band hearing in September. If FCC decides the art is not ready to operate upstairs commercially, it was felt the lower channels—or most of them—would remain intact. For television broadcasters no less than the mobile interests have been pleading for additional space.

Channel 6, ending at 88 mc, is the dividing point between the high and low portions of the existing commercial band. Channel 7 starts at 174 mc, and Channel 13, the top of the present band, ends at 216 mc.

Because of the public's investment in television receivers built for the present bands, it was felt that any change in allocations would be accomplished gradually—as in FM—with no sudden upheaval shutting off the lower channels overnight. Thus stations operating on the channels being vacated would be allowed to continue operations there during the transition upward.

The filling up of the lower end of the present band and the pressure for use of these frequencies by the mobile services became apparent early this year [BROADCASTING, Feb. 16].

FCC Chairman Wayne Coy, addressing the NAB convention in Los Angeles in May, said that the reallocation of Channel 1 to fixed and mobile operations still leaves these services without adequate space. He said FCC had not decided where additional space could be found, but warned the broadcasters that "I now know, and you may as well know, that the Commission will be looking for more space for these important services very shortly" [BROADCASTING, May 24].

NBC Would Suffer

NBC, which long ago urged its affiliates to apply for Channels 4 and 5, and which has pioneered network television, would be particularly hard hit if these lower channels were deleted in the near future, observers noted.

The network now is making plans for new high-band TV experimentation in Washington, where it has a grant for a 500-mc experimental outlet which will duplicate the commercial programming of its WNBW Washington [BROADCASTING, June 28]. NBC-RCA plans to distribute "converters" to engineers and other owners of low-band sets to permit comparison of low- and high-band transmissions. Data on the tests are to be submitted to FCC during the September high-band hearing.

Independent broadcasters now assigned to the lower-band facilities—Channels 2 through 6—were openly disturbed over the new speculation on the fate of these channels, which appeared to hit them with resounding impact. Similarly disturbed were prospective applicants for these channels. It was pointed out that few independent operators could stand a quarter of a million dollar amortization in a two-or three-year span.

Predictions were that many television applicants would be banging at FCC's doors from now on in the hope of establishing some allocations order out of what they now regard as impending chaos.

Port Huron

(*Continued from page 23*)

"is relieved" from financial responsibility for libelous material broadcast by candidates. The final decision states that "it would appear" that this is true. Thus it is clear that there is some doubt in this respect.

This being so, it is more than before unreasonable to decide this case in a manner which compels all stations to broadcast libelous material which subjects them to damage suits. If what now "would appear" to the Commission is otherwise decided by the courts, severe and unnecessary damages will be sustained throughout the radio industry.

The Commission still is saying that individual citizens of our country will be denied redress against broadcast stations which are forced by the Commission to be joint libelers for libelous and slanderous broadcasts by candidates which result in personal injury to them . . . Aside from damages to individuals and public institutions, who will suffer monetary damages of undeterminable amounts if the view of the Commission majority in this case is wrong?

Final Decision

The final decision was handed down last Wednesday. It followed oral argument in which most of the industry participants opposed the majority views and, in particular, asked that any interpretation of Sec. 315 be divorced from the WHLS renewal proceedings [BROADCASTING, May 10]. At that time the Texas attorney-general served notice that Texas stations would be held responsible under the state's libel laws, regardless of FCC's views.

DON McNEILL, m.c. of ABC's "Breakfast Club," has received first annual Humanity Award by B'nai B'rith Organization for his program's "outstanding service in fostering the principles of benevolence, brotherly love and harmony in persons of all creeds."

RISING FARM INCOMES
mean SALES—thru

Serving—
Kansas, Nebraska
and Colorado

Represented Nationally
by **RURAL RADIO CO.**

KXXX
5000 Watts
790 Kc.
Colby, Kansas

WHY PAY MORE TO REACH THE WORCESTER MARKET . . .

WHAT'S THE PERCENTAGE?

In the rich responsive Worcester area, in competition with 4 network stations, independent

WNEB GIVES YOU GREATER-THAN-AVERAGE AUDIENCE . . . AT MUCH LOWER-THAN-AVERAGE COST!

HOOPER REPORT December 1947—April 1948	WEEKDAY MORNINGS 8:00 A.M.- 12 Noon	WEEKDAY AFTERNOONS 12 Noon- 6:00 P.M.	EVENINGS 6:00 P.M.- 10:00 P.M.	SUNDAY AFTERNOONS 12 Noon- 6:00 P.M.	SATURDAY DAYTIME 8:00 A.M.- 6:00 P.M.
THE WORCESTER AVERAGE RATING OF FIVE REPORTED STATIONS	5.0	5.7	8.6	5.6	4.5
WNEB RATING	**5.4**	**8.4**	**7.2**	**10.4**	**8.8**

Get the new picture, the true picture of what's going on in Worcester. Call in our representative today . . . check the latest Hooper facts and figures . . . see for yourself that

WNEB GIVES YOU MORE LISTENERS FOR YOUR RADIO DOLLAR!

WNEB

WORCESTER SERVING NEW ENGLAND'S THIRD LARGEST CITY **MASSACHUSETTS**

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

A real job of developing air cargo has been done by the Established Airlines

1945

30,914,463 ton-miles of Air Freight and Air Express were carried by the Established Airlines

Estimated 1948

103,000,000 ton-miles of Air Freight and Air Express will be carried by the Established Airlines

THE ESTABLISHED AIRLINES have invested millions to bring the benefits of air cargo to the people of the United States.

They have done it through the development of a complete, integrated air transport system, which today gives direct cargo service between more than 400* U. S. cities, thus offering frequent and direct air freight service to 85 per cent of the urban population of the U. S. A.

The Established Airlines gave up half their planes and thousands of their personnel for an outstanding military job. After the war the Established Airlines were compelled under their franchises, pending the reacquisition of their original fleets, to provide not only cargo but passenger, mail and express service. This retarded the air cargo development program of the Established Airlines.

But today, within the last year alone, 50 all-cargo planes, including 30 four-engined transports, have been added to the Established Airlines' fleets. Approximately 1000 Established Airline cargo-passenger and all-cargo planes now give air freight service to 400 U. S. cities—a service adequate to their needs, competitive, constructive, economic.

This number is increasing almost every week.

The 35 Established Airlines want sound development of a national cargo pattern

The Established Airlines, which lost $22,000,000 in 1947, are at present fighting for the right of all the presently served 400 towns and cities to have adequate air transportation *of every kind*, including air cargo. Now, five Applicant Freight Lines have petitioned the Civil Aeronautics Board for certification to duplicate air freight service to major areas only, and by-passing smaller communities. In contrast, the Established Airlines must depend on the relatively large volume of air cargo from these big centers to help defray the cost of serving smaller communities.

This petition is a threat to the air transportation rights of all the 400 towns and cities now served, and to the economic stability of the airline systems serving the United States.

WHO ARE THE ESTABLISHED AIRLINES?

They are those 35 airlines certificated by the Civil Aeronautics Board for regular scheduled passenger and cargo service to large and small communities throughout the U. S., providing a service based on public convenience and necessity, and the needs of the national defense.

The real test which must be applied to any applicant's petition is how the public will best be served. "Public convenience and necessity" is the basic aim. It has long been established that the public's transportation needs are met through application to government regulatory bodies, on the principle of limited, regulated competition. If competition between carriers is unbridled and runs wild, an economically sound air transportation system is impossible. The public will not be served and the airlines, vital to national defense, will be seriously weakened.

This philosophy of Governmental regulation of competition for the good of the public was first applied to the railroads in 1920, to the motor carriers in 1935 and finally, through the Civil Aeronautics Act, to the air carriers in 1938. It is a sound system which has proved itself to be in the interest of the public and should not be jeopardized.

The Established Airlines today offer substantially more air freight space than is being used. They stand ready to expand freight facilities as rapidly as required.

These cities now have air cargo service by the Established Airlines

These dots represent more than 400 communities being given frequent and excellent air freight service by the Established Airlines. Between many of these points there are now as many as three or four competing Established Airlines carrying freight.

THE ESTABLISHED AIRLINES OF THE UNITED STATES

Alaska Airlines
All American Aviation, Inc.
American Airlines, Inc.
American Overseas Airlines, Inc.
Braniff International Airways
Canadian Pacific Air Lines, Ltd.
Capital Airlines
Caribbean-Atlantic Airlines, Inc.
Challenger Airlines, Inc.
Chicago and Southern Air Lines, Inc.
Colonial Airlines, Inc.
Continental Air Lines, Inc.
Delta Air Lines, Inc.
Eastern Air Lines, Inc.
Empire Air Lines, Inc.
Florida Airways, Inc.
Hawaiian Airlines, Ltd.
Inland Air Lines, Inc.
Mid-Continent Airlines, Inc.
Monarch Air Lines, Inc.
National Airlines, Inc.
Northeast Airlines, Inc.
Northwest Airlines, Inc.
Pacific Northern Airlines, Inc.
Pan American-Grace Airways, Inc.
Pan American World Airways System
Piedmont Airlines
Pioneer Air Lines, Inc.
Southwest Airways Co.
Trans-Canada Air Lines
Trans World Airline
United Air Lines, Inc.
Western Air Lines, Inc.
E. W. Wiggins Airways, Inc.
Wisconsin Central Airlines, Inc.

Defense

(*Continued from page 23*)

project is long-range and involves no cause for alarm.

Broadcasting fits into the picture along with other means of quick communication, including telephone and telegraph, amateurs and other facilities. An advisory group representing the telephone and telegraph industries met at the Pentagon last month to submit its ideas to the Office of Civil Defense Planning.

Other phases of the planning cover medical, transportation, engineering, chemical defense, fire fighting, radiological (atomic), police, and logistics.

All will report this month to Russell J. Hopley, director of OCDP. Mr. Hopley is president of Northwestern Bell Telephone Co. on leave. Directing communications phases of the planning is Herbert J. Schroll, assistant to the vice president, New York Telephone Co.

No attempt is made by OCDP officials to minimize the seriousness of a possible attack. OCDP is expected to take over the civilian phase, issuing warnings, planning evacuation and hospitalization, preventing hysteria, and minimizing damage and casualties.

OCDP does not have any military function, but actually has a passive role in case of attack.

Members of the broadcasting committee, serving on an advisory basis, will submit their ideas of radio's defense role at the Friday Pentagon meeting. They will take part in an all day meeting at which Mr. Schroll will preside. All arms of the Dept. of Defense will be represented. Mr. Schroll will submit a report to Mr. Hopley, who in turn will present the whole civil defense blueprint to Secretary Forrestal.

The industry committee is to review all angles and provide expert advice covering such policy matters as possible silencing of all stations in case of attack, and fast transition into a nationwide communications system that would reach the vast majority of citizens in a matter of minutes, or even seconds.

Setting up of a permanent operating civil defense organization may require passage of legislation. This would operate on an interim basis unless the nation were attacked, in which case it would be enlarged immediately into a wartime agency.

The civil defense agency has no direct relation to other defense agencies now in operation. These include the Munitions Board, which is in charge of procurement for the Dept. of Defense, and the Security Resources Board, which sets broad policies on military procurement as it affects civilian production.

Nor is it directly related to the Industry Mobilization Policy Committee set up by Radio Mfrs. Assn. [BROADCASTING, June 28] to develop a coordinated government-industry manufacturing program. Military aspects of national mobilization still are in the early planning stage [BROADCASTING, April 19].

FIRST 15 PROGRAM HOOPERS—June 30th Report

Program	No. Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or−	Pos.
Walter Winchell †	219	Jergens (Orr)	16.4	14.0	+2.4	4
Stop The Music	170	Lorillard (L&M)	13.5	---	--	--
Horace Heidt	161	Philip Morris (Biow)	13.4	---	--	--
Take It or Leave It	162	Eversharp (Biow)	13.1	10.3	+2.8	14
Stop the Music	169	Speidel (Cecil & Presbrey)	12.5	---	--	--
Talent Scouts	149	T. J. Lipton-Lever (Y&R)	12.2	---	--	--
Eddie Cantor	147	Pabst (Warwick & Lealer)	12.0	9.3	+2.7	20
Jack Benny †	163	American Tobacco (BBDO)	11.8	---	--	--
Jimmy Durante	161	Rexall (Ayer)	11.3	6.8	+4.5	59
Truth or Conseq.	144	Procter & Gamble (Compton)	11.3	9.8	+1.5	17
Life of Riley	136	Procter & Gamble (B&B)	11.0	10.0	+1.0	15
Mr. Dist. Attorney	141	Bristol-Myers (DC&S)	10.7	14.2	−3.5	3
Big Story	162	American Cig. & Cigar (SSC&B)	10.7	7.9	+2.8	41
Break the Bank	189	Bristol-Myers (DC&S)	10.6	9.2	+1.4	23
Your Hit Parade	162	American Tobacco (BBDO)	10.5	12.0	−1.5	9

† Includes first and second broadcasts

Kentucky Broadcasters Form State News Agency

A KENTUCKY AP Radio Assn. was organized by state radio members of AP following mid-year session of Kentucky Broadcasters Assn. June 26.

Nathan Lord, WAVE Louisville, was elected president of the news association. Other officers are Hecht Lackey, WSON Henderson, first vice president; Ted Gizzard, WKLX Lexington, second vice president, and Wilber Crawford, AP chief of bureau at Louisville, secretary. A committee was also set up to cooperate with AP in filing state news stories.

Plan Guest Shows

DURING rotation of vacation periods among three commentators of Sunoco *3-Star Extra* program guest personalities will be interviewed on timely topics during each Tuesday and Thursday broadcast of the 6:45 p.m. NBC Monday-Friday show. Alternating on the interviews of high-ranking officials and diplomats will be Ray Henle, Felix Morley, Ned Brooks and guest Washington correspondents.

N. Y. Pulse Shows Loss of Listeners

RADIO LISTENING in the New York Metropolitan area decreased from 26.0 in May to 25.3 in June, according to the latest Pulse Inc. report. A general decrease in listening was noted throughout the week with exception of Saturday and Sunday daytime periods—baseball periods.

The average quarter hour sets-in use for June 1947 was 23.1. Current Pulse quarter-hour ratings for the evening and daytime shows are:

EVENING	
Lux Radio Theatre	20.3
Jack Benny	17.7
Walter Winchell	16.7
Bing Crosby	16.3
Break The Bank	16.0
My Friend Irma	14.7
Bob Hope	14.7
Mr. District Attorney	14.3
The Fat Man	14.0
Kraft Music Hall	13.3
This Is Your FBI	13.3
DAYTIME	
Arthur Godfrey (11 a.m.)	7.9
Harry Clark, News	7.6
Arthur Godfrey (7 a.m.)	7.3
Grand Slam	6.9
My True Story	6.6
Breakfast Club	6.5
Rosemary	6.5
Big Sister	6.1
Ma Perkins (1 p.m.)	6.0
Helen Trent	5.9
SAT. & SUN. DAYTIME	
Yankees vs. St. Louis (Sun)	9.0
Children's Hour	6.7
C. F. McCarthy, News	6.7
Giants vs. Pittsburgh (Sun)	6.0
Solitaire Time	5.3
Bing Crosby Records (Sat)	5.0
Yankees vs. St. Louis (Sat)	5.0
Giants vs. Pittsburgh (Sat)	5.0
Under Arrest	5.0
Make Believe Ballroom (Sat. a.m.)	4.7
Archie Andrews	4.7
What Makes You Tick	4.7

Wolf Retires From FCC

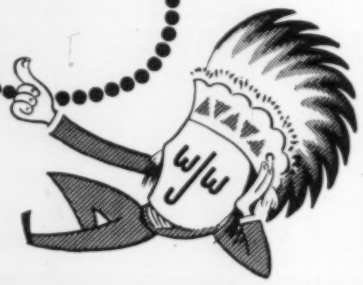
BENJAMIN E. WOLF, engineer-in-charge of FCC's Grand Island, Neb. monitoring station, retired last week after more than 24 years of government service. Mr. Wolf, who is widely known in radio circles, has been in charge of the key monitoring station throughout its 18 years of operation. A dinner to honor the retiring engineer was held Tuesday night at the Yancey Hotel in Grand Island and letters were read from the Governor of Nebraska and FCC officials.

Here's a program that pleases a lot of people who want a cohesive summary of all the news fragments they've been bombarded with throughout the week.

It's Marvin Cade's *Saturday afternoon news roundup*, a one-a-week quarter hour, 6:00 to 6:15 p. m. on Cleveland's Chief Station.

It's a program that may be just the answer for some alert advertiser whose sales need a little added push to meet established quotas.

Ask Headley-Reed!



BILL O'NEIL, *President*

WJW

CLEVELAND

BASIC ABC Network

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Center Your Attention on

Center of the Dial

860 kc

MILWAUKEE

THIS IS THE DEACON SPEAKIN'

...NOW from WSYR

Meet the RFDeacon — Robert F. Doubleday, Central New York's great farm personality — "the only hired man in the great northeast wired for sound."

The Deacon starts speakin' at 5:00 A. M. six days a week and hundreds of letters a week prove people are up and listening to his friendly voice. When he needed a cowbell, the mail brought him 500 in ten days.

And his listeners *know* Deacon Doubleday. They see him at fairs, livestock shows, auctions . . . as a licensed starter of the U. S. Trotter Association . . . as secretary of the N. Y. State Beef and Dairy Cattle Association . . . as a member of 55 volunteer fire departments . . . Future Farmers of America . . . Central N. Y. Dairy and Goat Society . . . N. Y. State Horsemen's Association. He made 217 personal appearances last year, 55 so far this year.

Listeners trust the Deacon's information about a lot of things — *including his sponsors' products.*

W S Y R is happy to welcome Deacon Doubleday to its family of outstanding Central New York radio personalities.

WSYR
SYRACUSE

570 Kc — 5000 watts
NBC Affiliate in Central New York

Headley-Reed, National Representatives

LE IS EARNED • LEADERSHIP IS EARNED • LE

TV Allocations

(*Continued from page 25*)

testimony supporting FCC's proposed allocations in all cases where the plan was challenged.

WKIP Poughkeepsie, N. Y., asked that Channel 6 at New Haven be reduced to a community channel and also be assigned as a community channel to Poughkeepsie, which has no channels allocated to it and does not receive service from any other outlets under the proposed plan.

WNHC-TV New Haven supported the FCC plan and maintained it was "utterly impossible" to put a station on the same channel only 50 miles away. Testimony was presented by G. W. Ray, consulting engineer, who was questioned by the company's counsel, John P. Southmayd.

Miami's four network stations joined forces to request that Channels 11 and 13 be added to the five channels currently allocated to the city (2, 4, 5, 7, & 9). For Channels 11 and 13, which are presently assigned to the Palm Beach-Lake Worth area, the Miami petitioners proposed allocation of Channels 3, 10 or 12 to Palm Beach-Lake Worth. Commission witnesses, however, maintained that the adjacent channel operation would cause interference to both Miami and Palm Beach, while the FCC plan would not.

George C. Davis, consulting engineer, testifying for WJNO West Palm Beach, agreed to go along with the Miami proposal except that he felt no adjacent allocation should be made in Fort Lauderdale, which is considered in the Miami metropolitan area.

Lawyers participating in this phase were Robert L. Irwin for WKAT, WGBS and WIOD; Phil Loucks for WQAM and Corwin Lockwood for WJNO.

WIND Chicago proposed that Channel 13 be deleted from Racine, Wis., and added to the six currently allocated to Chicago. Channel 13 is the only assignment to the Racine-Kenosha area, which FCC figures will be served approximately 50% by the four stations allocated to Milwaukee. George C. Davis, consulting engineer, appeared as witness for WIND and Thomas Dowd appeared as counsel.

WJOB Hammond, Ind., which is considered in the Chicago metropolitan district, presented a slightly different plan from that of WIND. South Shore suggested assignment of Channel 13 to Hammond as a community station and retention of Channel 13 by Racine, but on a community level also. Testimony was presented by representatives of the engineering firm of Jansky Bailey. WJOB Program Director L. B. Weller stressed the local programming job WJOB would do if it received the channel.

The Baltimore proceeding turned into a maze of disagreement among petitioners. WCAO Baltimore wanted Channel 6 added to Baltimore's current three (2, 11 & 13), with assignment of Channel 12 to Hagerstown to replace Channel 6 there. Under the plan of WITH Baltimore, Channel 6 would go to Baltimore for a community station and would also be used in Hagerstown as such.

WJEJ Hagerstown and Allen B. DuMont Labs, licensee of WTTG (TV) Washington, supported FCC's proposal that Channels 3 and 6 be assigned to Hagerstown as community outlets. Dr. Thomas T. Goldsmith, DuMont vice president and director of research, felt operation of Channel 6 in Baltimore would cause adjacent channel interference to WTTG on Channel 5. WFIL-TV Philadelphia opposed the Baltimore plans for the same reason.

Engineering data was presented by Julius Cohen of the George Davis firm for WCAO and by Stuart L. Bailey for WITH. Legal counsel included T. W. Wilson for WCAO, Paul A. Porter for WITH, Morton H. Wilner for WFIL, Thad H. Brown Jr. for DuMont and Corwin Lockwood for WJEJ.

In another Maryland proceeding, WFMD Frederick proposed that Channel 3 be deleted from Hagerstown and assigned to Frederick, which has no channels allocated under the FCC plan. NBC opposed the switch, maintaining that operation on Channel 3 at Frederick would interfere with its Washington outlet, WNBW, which uses Channel 4.

Other applicants and prospective applicants who made affirmative appearances during the first week included:

Mrs. Pearl Lemert, Bakersfield, Calif., represented by Philip Bergson, attorney; Christine M. Jacobson, San Louis Obispo, Calif., by Reed T. Rollo; WNDB Daytona Beach, by Robert L. Irwin; WSBT South Bend, by Millard M. Garrison; KCRG Cedar Rapids, by Reed T. Rollo; WFAM Lafayette, Ind., and Sunshine Television Corp., Orlando, Fla.; Boston Metropolitan Television, Boston, by James A. McKenna Jr.; WTAG Worcester by Corwin Lockwood, attorney, and Stuart L. Bailey, consulting engineer.

Uncle Wiggily

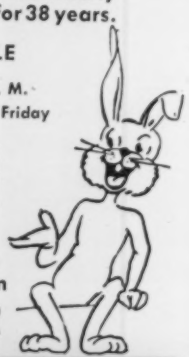
(Howard R. Garis)

NOW ON THE AIR with his famous "Uncle Wiggily" stories — nationally popular for 38 years.

AVAILABLE

6:00 - 6:15 P. M.
Monday through Friday

This show pulled more than 6000 pieces of mail in 6 weeks.



An exclusive availability on

WNJR

the radio station of the

Newark News

Everett George Opie

EVERETT GEORGE OPIE, 44, who wrote and produced more than 8,000 radio programs, died suddenly June 25 at his home in Evanston, Ill. Mr. Opie had been a writer and producer for KYW, WIBO and WQJ, early Chicago stations, and is credited with having discovered Don Ameche and Bernadine Flynn. In World War II he was chief of broadcasting and recording for the War Finance Division of the Treasury Dept. He produced *Treasury Star Parade* and originated the *Treasury Song Parade*. He leaves his wife, Ollene, and a son, Everett Jr., 18.

Forming Arizona Net

RADIO Network of America, of which KOOL Phoenix is key station, will make its debut July 15 as the newest regional network of the state, according to station officials. KCKY Coolidge has signed as an affiliate and other cities, including Nogales, are planned as links in the new network.

Bond Drive

(*Continued from page 26*)

Treasury John W. Snyder stated the American people's ownership of $53,000,000,000 in bonds—"more than the total national income in 1933"—is a tribute to the work of the Council's task forces and the thousands of business institutions and private advertisers who participated through all media.

Purpose of the meeting was to reappraise the Treasury's bond advertising program and to consider the various appeals and techniques which will help maintain the continuous high level of bond sales. It was reported by Vernon L. Clark national director of Treasury Savings Bond Division, that the self-interest theme still is the No 1 advertising appeal.

Leon J. Markham, national director of sales for the Savings Bond Division, told the session that in line with efforts to enlist the support of all the advertising industry, Treasury has set up a new advertising section within the division which will be headed by Elihu E. Harris, associated with Treasury advertising activities since 1943. Radio, newspapers, magazines and other media fall under the new section.

From other quarters it was reported the Treasury plan to realign its promotion forces include appointment of Louis J. Carow Jr. director of advertising, press and radio, as director of a new promotion and publicity section. This will be companion unit to the advertising section.

Nathan P. Colwell, radio unit chief, last week said that 2,315 local AM and FM stations, representing 92% of all operating outlets, now carry the weekly quarter-hour *Treasury Guest Star* program, transcribed series. He reported also two new network bond programs scheduled to begin last week. NBC on Tuesday, 11:30-12 midnight, started name bands from the Hotel Astor, New York, and CBS on Saturday, 4:30-5 p.m., began name band show. Treasury with these additions now has 21 half-hour programs per week on the four networks. 115 affiliate outlets carry each show.

WE DEAL in RESULTS WITH OUR ADVERTISERS

It takes results to prove a point, and our listeners every day help us show our advertisers that the buying power in this billion-dollar farm area is tops!

730 KC
1000 WATTS
KWOA
WORTHINGTON-MINNESOTA
SERVING AND SATISFYING THE RICH FARM MARKET

REPRESENTATIVES: BULMER & JOHNSON, INC. MINNEAPOLIS, MINN.

Compared to

KDKA

he's a piker!

You think *roosters* get started early? Not any earlier than KDKA listeners! Just look what's happened recently on a few of KDKA's early-morning programs:

5:45 AM—A 15-minute transcribed show, offering no give-aways or other mail inducements, received in 2 months letters from 64 communities in Pennsylvania, and from 9 other states.

6:00 to 7:00 AM—A distributor of specialized building equipment, using radio for the first time, purchased less than $500 worth of time on KDKA's famed Farm Hour. Result: more than $20,000 worth of business.

7:00 to 8:00 AM—A 15-minute kid show sponsored by a food company offered a succession of premiums, each requiring a box top plus from 10c to 25c. In 11 weeks, the show pulled more than 25,000 letters.

And so it goes, right through the morning hours. Another sponsor received 32,000 dimes in a 3-week period. Still another, in response to two announcements offering a calendar, got 3,375 pieces of mail from 86 counties. All this is typical of audience action . . morning, noon, and night . . throughout the rich market-area* covered by KDKA, Pittsburgh's 50,000 watt NBC affiliate.

Westinghouse Radio Stations Inc . . owner and operator of WBZ, WBZA, WOWO, KEX, KYW, KDKA, and WBZ-TV. National representatives, NBC Spot Sales (except for KEX). For KEX, Free & Peters.

*According to BMB, KDKA's daytime area includes 1,159,910 listener families in 117 counties. At night, 1,303,520 listener families in 194 counties.

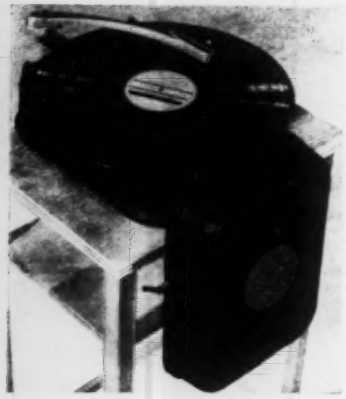
WESTINGHOUSE RADIO STATIONS INC

BIG NEWS

33⅓ RPM
transcription player

WEIGHS 10 POUNDS

IMMEDIATE DELIVERY



PROVIDES PROFESSIONAL QUALITY FROM BOTH 33-1/3 and 78 RPM TRANSCRIPTIONS *AND* RECORDINGS
HANDLES UP TO 17-¼" DISCS

Timely and terrific . . . the new, lightweight Califone portable transcription players provide advertisers, agencies, broadcasters and transcription studios with professional quality reproduction from both 33-1/3 and 78 rpm transcriptions *and* records. Already in daily use in over 400 broadcast stations, the amazingly lightweight Califone provides your executives and salesmen with plenty of portable sales power. Specially designed, patented features enable the Califone to handle up to 17¼" transcriptions with wow-free, slip-free and rumble-free efficiency. The excellent tone quality brings out the best in recorded music and voice. Now is the hour to add extra sales power. Get the facts on the amazing new Califone portable transcription player.

MODEL 6-A FOR AC
LIST $54.94

MODEL 6DC FOR AC-DC
LIST $74.95

Professional Discount to Radio Stations, Advertising Agencies & Recording Studios Only.

NET $41.25 F.O.B. FACTORY
NET $56.22

ORDER YOURS TODAY OR WRITE FOR BULLETIN NO. 10 A

CALIFONE
CORPORATION
1041 NORTH SYCAMORE STREET
HOLLYWOOD 38, CALIFORNIA

FCC Probe

(Continued from page 28)

from testimony already presented in hearings before the Senate Interstate and Foreign Commerce Committee on related studies.

Sen. McFarland indicated that it was his understanding that witnesses would be called to testify at a later date—probably in the fall.

The Senate inquiry, which will be on a broader scope but more in the character of a study, was ordered by Sen. Wallace H. White Jr. (R-Me.), chairman of the full Senate Commerce Committee, a few hours before the House action. Sen. Charles W. Tobey (R-N.H.) is the third member of the committee.

Although the Senate subcommittee has subpoena powers and funds are available, observers were of the opinion that activities are designed to keep alive, for presentation to the next Congress, the principles contained in Sen. White's committee-approved bill (S-1333) to amend the Communications Act.

Inquiries by the Senate group will deal with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities so far as broadcasting is concerned.

Although both bodies are keeping the Commission in a legislative crossfire, their views on remedial legislative action are widely divergent.

One phase of the House resolution is aimed at investigation of the FCC's Blue Book to determine if censorship is being invoked. Sen. White and colleagues on his committee have insisted FCC has the right to review program performance of stations. Provisions to guarantee FCC this right are contained in the White Bill.

1943 Probe Similar

A similiar situation existed during the last Congressional investigation of the FCC in 1943-44, which caused a split along party lines and resulted in vindication of the Commission and recommendations for review and possible remodeling of the Communications Act.

The earlier probe by a House committee, headed by Rep. E. E. Cox (D-Ga.) lasted two years and cost an estimated quarter of a million dollars in money and manhours. Rep. Cox charging "whitewash" resigned the committee chairmanship after an exchange of charges and counter-charges between himself and FCC officials. The Georgia legislator was reportedly one of the driving forces behind the Harness resolution, but he refused to serve on the investigating committee.

Still other opinions on reorganization of FCC operations may be offered about Jan. 10 when Congress receives reports of the Herbert Hoover Commission to study reorganization of the government.

For several weeks William W. Golub, New York attorney, has been attending FCC meetings and interviewing Commission members, staff executives and personnel in compiling material for the report [BROADCASTING, June 21]. Mr. Golub gained experience on FCC operations from an earlier survey in which he served on behalf of the so-called Attorney General's Committee.

Certain to command heavy attention in the House probe is the FCC's issuance of five grants to Edward Lamb, Toledo attorney and Ohio and Pennsylvania broadcaster and publisher, within two weeks. Mr. Lamb had been severely criticized on the House floor by Rep. F. Edward Hebert (D-La.) another supporter of the Harness resolution. Congressman Hebert's running battle during the 80th Congress sought to link Mr. Lamb with Communist associations and activities.

In a letter to Chairman Harness June 29, Mr. Lamb expressed the hope that he would be permitted to testify before the House committee.

"You may know," Mr. Lamb wrote, "that Samuel A. Horvitz, owner of the *Mansfield News-Journal*, has been particularly active in carrying on a smear campaign against me and that he is motivated largely by the fact that the FCC, after taking a great deal of testimony, determined that he [Horvitz] was 'entirely unfit' to operate a radio station in the public interest."

Would Expose Competitors

Offering to testify at any time and place, Mr. Lamb said he hoped to be able to "offer evidence concerning the motives of my business competitors for these attacks on me."

Mr. Lamb said that Mr. Horvitz, "through a dummy," had sought to obtain stock in his newspaper, the *Erie Dispatch-Herald* at Erie, Penn. and that a jury and a reviewing court had determined his action in a stockowner's suit against the *Dispatch-Herald* was "fraudulent and . . . instigated solely for the purpose of smearing me."

"I am not now and I have never been in the past a member of the Communist Party or any organization, group or association advocating violent overthrow of the U. S. government," Mr. Lamb told the Republican Congressman. "I believe affirmatively in a democratic society under a progressive system of free enterprise. I am an independent in politics. I have not yet decided whether I will support the Democratic or Republican tickets in November, although two years ago my newspaper supported a majority of the candidates who were Republican. Our radio stations, as you know, are not permitted to editorialize.

"It is true that I was once a candidate for the U. S. Senate on the Republican ticket and that I was a candidate for Attorney General of Ohio on the Democratic ticket. It is equally true and sad that I got licked both times."

Speed AM Replacement, Bailey Urges FM Outlets

SPEED with which FM "is destined to replace AM" depends on how quickly those in FM join "in establishing FM on a sound, nationwide basis that every citizen may enjoy its full benefits," Bill Bailey, FMA executive director, wrote FMA members last week.

FMA's services are not duplicated by other trade associations or organizations, Mr. Bailey wrote. He added that FMA "is not fighting any other segment of radio. We are, however, fighting your battles and will continue to do so in the interest of FM."

TV Space in Hollywood Sought by CBS, KTTV

KTTV Los Angeles video station jointly owned by the *Los Angeles Times* and CBS is expected to close an agreement this week enabling the lease of approximately 5,000 square feet of floor space for studio purposes.

Although no official announcement was made last week it is understood that the terms have already been agreed upon with the Bekins Van & Storage Co. for space in one of its warehouses at Santa Monica and Highland Ave. in Hollywood, not too far from the CBS headquarters.

. . . 1948 . . .

New— —Original

SPECIAL FEATURE PROGRAM CAMPAIGNS

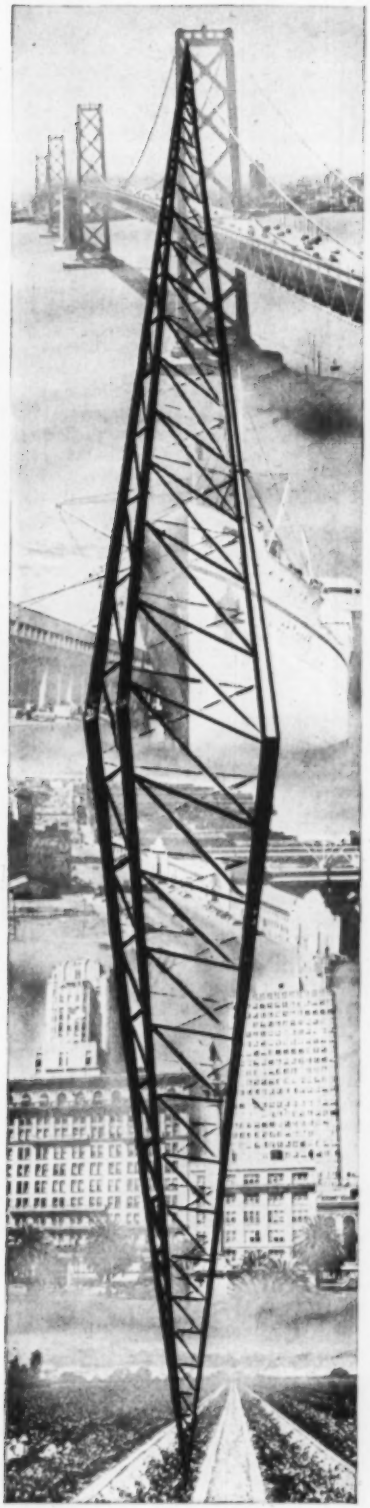
Producing more new accounts . . .
and station revenue . . .
Than Ever!

In hundreds of cities and towns . . .
IN OVER 18 STATES!

Inquiries invited anywhere!

GALLUCCI & ASSOCIATES
(Joe—Nick—Lou)

727 Meriden Rd.
Waterbury 63, Conn.
SINCE 1936
P. O. Box 1224
Denver, Colorado



KGO

explodes a myth — reveals the best spot radio buy in San Francisco!

On the Pacific Coast, network schedules end at 10 p.m.—instead of at 11 p.m. as they do in the East. For years, everyone has accepted the myth that in the West listeners want to hear news at 10—and go to bed at 10:15!

Nothing could be farther from the truth! With the other three Bay Area network stations battling each other with news programs, KGO has stepped in from 10 to 10:30 with half-hour variety and dramatic shows.

The result? Two special Hoopers and thousands of letters prove beyond a doubt that KGO can get *more audience at less cost* in this half hour than any other station. Best of all, this is guaranteed time, at daytime rates. And right now, two established shows —Philo Vance and Bulldog Drummond—are available! Get complete details *today* from the ABC Spot Sales representative in your city.

KGO's 50,000 watts draw listener-response from every corner of California—from Alaska, Canada, and seven western states. Look over these availabilities on the new, more powerful KGO . . .

1. Baukhage Talking, 11:30 a.m. weekdays. Available for the first time in five years! Remember: KGO now has a larger audience every weekday morning than any other Northern California station!

2. Abbott & Costello, 8:00 p.m. Wednesday. An ABC co-operative program, available for local sponsorship right in the middle of the Bingsday-night lineup! A 7.6 Hooperating and new, low talent cost.

3. Bay Area News, 1:30 p.m. weekdays. A chance to be on "the home team" with this news program which, through correspondents in key news centers, is the only program giving *local* coverage to the dozen Bay Area cities.

4. Ira Blue's Sports, 11:15 p.m. weeknights. The West is a sports world of its own—and to thousands of listeners, Ira Blue is a top expert. Factual, complete—with that touch of human interest which attracts both men and women.

Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ—New York 50,000 watts 770 kc
WENR—Chicago 50,000 watts 890 kc
KGO—San Francisco 50,000 watts 810 kc
KECA—Los Angeles 5,000 watts 790 kc
WXYZ—Detroit 5,000 watts 1270 kc
WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network

ABC American Broadcasting Company

The QUA in WQUA means QUAlity Service and QUAntity Audience in the QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER, MOLINE, ILL.

GOP TV

(*Continued from page 29*)

vention. "Television's shortcomings at this great Convention, such as they are, can be traced to cumbersome equipment and to the lack of opportunity we have had to train our people in the handling of certain involved assignments.

"We now have convincing evidence," Mr. Crotty said, "that the cameras and studio control equipment now in use do not permit the flexibility of movement that we should have to adequately cover such an event. We must remember that this gear was developed during the war and fashioned to meet wartime exigencies. However, the new equipment must be designed to satisfy the demands of adroit programming. As such, it must be lighter, smaller, and more portable, and it must require less power supply than the bulky gear with which we had to work both in the Convention studio and on the Convention floor.

In addition, Mr. Crotty said, "properly trained cameramen in the future need not be so fully qualified as engineers, for the perfection of modern equipment has obviated that necessity. On the other hand, they must have a more thorough understanding of picture composition, story theme and human interest values. This means that we will have to offer television cameramen more versatile training than day-to-day operations, so that they are not camera pointers but instead all-around photography artists who instinctively appreciate the ingredients of the ideal program pattern.

"Television news commentators," he said, "will gradually improve their video technique. This is a delicate problem for men who are essentially news experts and not primarily showmen. We have found that each commentator must accentuate the individual characteristics that have made him recognizable to radio audiences, so that these mannerisms become even more pronounced when he faces the cameras."

CBS

ROBERT L. BENDICK, director of news and special events for CBS television, felt that industry-wise, the video coverage of the GOP sessions was good. "The pool," he said, "except for a few minor flaws, worked as a smooth unit and camera positions were ideal."

One of those "minor flaws," Mr. Bendick said, "had to do with the platform location of cameras number two and three, a position shared with the still photographers. Runners for the still men kept crossing in front of the TV cameras and the heavy traffic on the platform made it unsteady, causing an occasional bounce in the TV picture. It is hoped to correct this fault by tiering the platform more effectively before the Democrats convene."

Citing Friday's meeting of the pool participants to review the Republican Convention problems and to plan for the upcoming Democratic sessions, Mr. Bendick said that "with the mechanics of convention operation in hand, the next one should be easier on all concerned. Then, too, the individual networks will be able to preplan special shows more carefully and be in a better position for spot coverage.

"Television coverage of future conventions (after 1948) will be on a much larger scale. They'll be handled independently rather than as a pool operation. Space limitations necessitated pooling the 1948 conventions, which proved a very efficient and smooth coverage, but to a certain degree prevented individual stations from any original programming, use of own commentators, walkie-talkie correspondents, etc.

"Technical advancements in the next few years, too, should insure smaller and more mobile units for individual television effort inside and outside convention halls. More space will be required for these independent efforts also."

Du MONT

"Television networks covering the Philadelphia Republican Convention learned something of primary importance—that they can cooperate technically and on program coverage to produce a smooth and integrated telecast of a huge spectacle," declared Leslie G. Arries, director of special events for the DuMont Television Network. "Such a job might prove too large for any one of them, in view of limited equipment and present commercial commitments.

"We learned that the A.T.&T. can handle the difficult problems of hookups among stations and switches from one network to another and from one cable to another without interruption of program schedules.

"The advantage of having more than one coaxial cable in use was demonstrated early in the Convention. The two cables available enabled us to send out two programs from Convention Hall at the same time.

"We found that a different viewpoint from the usual radio-television commentary as supplied by newspaper and magazine reporters added greatly to the color and character of commentary through the long periods when there was no action on the floor. The multiplicity of microphones supplied to the television pool gave us an excellent audio coverage for the varied and different individual shows occurring in various sections of Convention Hall.

"We also learned that it is necessary to lay out a definite time schedule for special events with interesting and unusual people to break the monotony of routine Convention video, and that the humorous side of the Convention, pointed up when desirable by running commentary, is equally as important as the serious aspect.

"Occasionally an interview with a chief usher or a lady campaign worker can be more entertaining to an audience than one with a Senator or Congressman.

"In general, the sidelights of the Convention, we learned early, are of as much interest to the video audience as the Convention proceedings themselves."

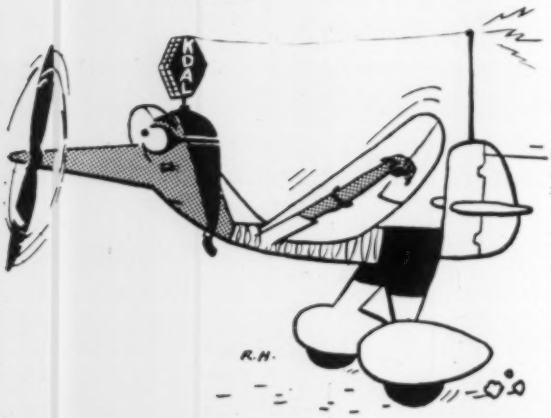
WPIX

WPIX, TV station of the *New York News*, "leaned heavily on its newspaper experience in covering

GROUNDED!

Duluth, Minn.—All set to take off for a solo flight over the north country Otto Mattick has been grounded. Authorities said his super-aerobosco wasn't safe.

Grumbles Otto, "They're right. KDAL's 5000 watts on that long-range 610 frequency offers the sure way to cover this 3-state area. KDAL lands your sales message safely in the minds of all north country listeners."



For solid proof that buying KDAL makes sales soar, contact Avery-Knodel Inc. and check the Fall-Winter Hooper.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

the Republican Convention," Carl Warren, manager of news and special events, commented. He added: "We intend to follow the same pattern in bringing the Democratic conclave to the New York video audience.

"The GOP Convention was our first experience as a television station," Mr. Warren pointed out. "We did many unorthodox things, but we found that they were good programming.

"Someone at the Convention said we were covering it like a tabloid. In some ways that was true. People hear too much talk around convention time—too many high-sounding phrases about liberty, democracy and the abundant life. If we learned one thing it was that the television audience wants less talk and more of the on-the-scene feel of a national political convention.

"We programmed the Convention in the *News* pattern. We brought the color, the music, the human interest, and the spirit of the Convention into the home. We intend to do more of that in July.

"We shall hold the four-pronged program format that we used before. This will include Ben Gross's political analysis with the WPIX convention meter; Jemail interviews with convention celebrities; the WPIX newsroom; and the entertainment segment with Rex Marshall. If anything, we shall build up this last segment. We are confident that this pattern has worked. WPIX was the only independent station which took over the job of feeding the pool. It was a tough assignment. We couldn't have done it without the hard-working WPIX staff in Philadelphia."

MBS THANKS WIP

Affiliate Set Up GOP Convention Coverage

ENGINEERING staff of WIP Philadelphia was congratulated last week for its work of readying the Mutual Broadcasting System's operations for the Republican Convention. Cliff Harris, WIP technical supervisor, was in charge of the operation.

Under Mr. Harris, WIP engineers constructed the equivalent of three radio stations in less than three weeks; wove a network of lines into all leading hotels and campaign headquarters; set up 33 WIP mikes to supplement the 60 mikes of the pool; used 5,000 feet of special cable for its own mikes; then Mr. Harris and 8 other men worked more than a total of 1,000 hours in seven days—an average of more than 111 hours per man for the week. Engineers aiding Mr. Harris were: Reg Harris, Allen Smith, Delmar Dengate, Joseph Handchetz, Albert James, Frank Pfaff, Gerald Mahoney.

TV SETS

Total Is 354,000, Say ARI Figures

AS OF JUNE 15, the 18 U. S. cities with video program services included a total of approximately 314,000 homes with television receivers, according to a survey conducted by Audience Research Inc. ARI also found some 40,000 sets in bars and other public places, bringing the total estimated number of TV sets currently in use to 354,000. This represents an increase of 37% in six weeks from ARI's May 1 estimate of 258,000 TV sets in operation on that date.

The demand for video receivers has grown proportionately with the increased distribution, the ARI studies indicate. Reporting that the intent-to-buy figure has virtually doubled in the six-week period between May 1 and June 15, ARI's market estimates indicate that a minimum of 1,100,000 more families will acquire video sets in the next year, making a total of about a million and a half TV sets which will be in operation in these 18 cities by June 1949. The recent increase, ARI points out, is due in part to the inauguration of commercial video program service which added three more metropolitan areas to the interviewing schedule. The total TV service areas now include more than 11,000,000 families.

Answers to questions concerning the various retail price levels which would induce people without TV sets now to purchase them revealed that at an average price of $200 per set, an additional 5,400,000 families would be brought into the market, ARI reported, adding, "Obviously, installment buying will further this growth." At the present average price of $400 per set, according to industry estimates, there is a potential market of about 2,000,000 additional homes to those now video-equipped. Increased production, however, has produced a downward price trend, with $150 estimated as the average price that will prevail in 1951, ARI said.

With 68% of the adults in the video-served areas reporting that they have seen television in operation and 19% stating they had watched at least one video program during the preceding week, ARI concluded that the present viewing audience is probably many times the set ownership figure.

Audience Research Inc., headed by Dr. George Gallup, is at present measuring the size of the audience which saw all or part of the GOP Convention proceedings in Philadelphia.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
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LOS ANGELES

RADIO

WMOB Mobile, Ala.
WLAY Muscle Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB* San Diego, Calif.
WGBA* Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WTJS* Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC* Memphis, Tenn.
KRIC* Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD* Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

* also operating FM

TELEVISION

WEWS-TV Cleveland, Ohio

New Orleans Grant Proposed by FCC

GRANT for a new station at New Orleans operating with 50 kw day and 25 kw night on 1540 kc was proposed by FCC last week in a tentative decision anticipating a grant of the application of Roy Hofheinz and W. N. Hooper, owners of KTHT and KOPY (FM) Houston and of a new AM station at Harlingen, Tex.

The Commission, by a 3-to-2 vote, proposed to deny the rival applications of Bayou Broadcasting Co. for 1540 kc with 50 kw day and 10 kw night and of KGBC Galveston for authority to increase hours on 1540 kc from 1 kw, daytime only, to 1 kw day and 250 w night.

Chairman Wayne Coy and Comrs. Clifford J. Durr and George E. Sterling preferred Messrs. Hofheinz and Hooper's Louisiana Broadcasting Co., while Comrs. Rosel H. Hyde and Robert J. Jones voted for grants to both Bayou and KGBC. Comrs. Paul A. Walker and E. M. Webster did not participate.

The majority eliminated Bayou's application on grounds that its proposed operation would not meet North American Regional Broadcasting Agreement requirements for protection to stations in the Bahamas and Mexico. Between Louisiana Broadcasting and KGBC, they preferred the former on grounds that its proposed 50 kw day and 25 kw nighttime operations would provide a "more efficient use of the frequency."

Though proposing to deny its application, the majority gave Bayou a clean bill of health on questions which had been raised as to whether its application was filed in good faith or whether, in view of Stockholder Fred Weber's connection with WDSU New Orleans, it was filed to block the New Orleans application of Louisiana Broadcasting. Also before proposing to deny Bayou's application, the majority permitted it to amend its power request to 50 kw day and 10 kw night (in lieu of an earlier request for 250 w fulltime.)

KXEL Waterloo, Iowa, which operates on 1540 kc with 50 kw, had asked FCC to give it 1-A protection, or protection to the extent of its interference-free service areas. Later, however, according to FCC's report, the station reported that its purposes has been accomplished through "voluntary cooperation of the parties" involved, and that it did not object to dismissal of its petition except as to the 250-w application of Bayou.

Grant Is Conditioned

Louisiana Broadcasting's proposed grant would be conditioned on its use of directional antenna fulltime and protection of ZNS Nassau, Bahamas, and KXEL.

Ownership of the applicants given proposed denials:

Bayou Broadcasting—John Fred Odum, Baton Rouge attorney, is president and owns 18%. Similar interests are held by Mr. Weber, stockholder and general manager of WDSU; Raymond F. Hufft, of James A. Noe's WNOE New Orleans and KNOE Monroe, La., and W. H. Talbot, New Orleans attorney and part owner of KATL Houston. Messrs. Odum and Talbot are prominent in Louisiana political affairs, as is former Congressman J. Y. Sanders Jr., one-time member of the House Interstate Commerce Committee, who has 10%. Herman Moyse, also a Baton Rouge attorney, owns 15%; W. B. Hatcher, president emeritus of Louisiana State U. owns 2%, and Armand P. Daspit, head of Louisiana's Dept. of Fur-Bearing Animals, owns 1%.

KGBC Galveston—James W. Bradner, trading as Galveston Broadcasting Co., is licensee of the station, a new outlet which was on program tests at the time of the hearing in March and April 1947. A corporation may be set up with other stockholders along with Mr. Bradner, or W. G. Hall may exercise an option to buy 25% for $11,750 within one year, according to FCC's report. Mr. Bradner, now devoting full time to KGBC, formerly was a construction engineer and administrator, and at one time was city manager of Waco, Tex.

TELEVISION FUND INC.

Chicago Corporation Would Invest in Radio, TV and Electronics

A NEW investment firm, Television Fund Inc., with Chicago headquarters, has set a maximum offering price of $48,927,375 on its proposed sale of 4,987,500 shares of common stock registered with Securities & Exchange Commission a fortnight ago [BROADCASTING, June 28].

The firm, incorporated under Delaware law on May 27, to obtain its initial capital made a private sale of 12,500 shares at nine dollars per share in May. Total assets of the company reflect a cash balance of $112,500.

Purpose of the foundation is to accept private capital for investment under the guidance of an experienced staff, in securities in the field of radio, television and electronics.

If sanctioned by SEC the stock will be offered starting August 15.

President of the new company is Chester D. Tripp, president of the Grip Nut Co., Consolidated Copper Mines Co., director of the Fiduciary Trust Co. and chairman or official of several other mining and mineral firms. Mr. Tripp holds 1,000 shares, or 8%, of existing stock.

Other officers and stockholders, their identity and their major holdings are as follows:

William Hayssen, vice president, also president of Hayssen Manufacturing Co., 500 shares, or 4%; Russell H. Matthias, secretary and treasurer, agent for Television Fund Inc. and partner in a law firm, 1000 shares, or 8%, and Vernon A. Forsberg, assistant secretary and treasurer. Directors include Charles D. James, an insurance executive, and Herbert H. Taylor Jr., president of a coal corporation.

Offices are located at 1 La Salle Street, Chicago.

Loser in KERO Bid Contests Decision

CHARGING that FCC's approval of the $25,000 sale of KERO Bakersfield, Calif., by J. E. Rodman to Station Manager Paul R. Bartlett [BROADCASTING, June 7] was contrary to public interest, Kern County Broadcasters petitioned the Commission last week to withdraw its consent.

Kern County Broadcasters, an unsuccessful second bidder for the station under the Avco Rule governing station sales, requested that the question of transfer to Mr. Bartlett or to itself be set for hearing by the Commission. The Kern County group, found financially unqualified by the Commission, is controlled (90%) by Thomas B. Reese, associated with agricultural business interests, and Peter K. Onnigan, KERO engineer-salesman (10%).

The petition contended Mr. Bartlett "is not financially qualified to purchase KERO for $25,000 in the light of his commitment to construct a television station for $91,000," and that Mr. Bartlett "will not be in a position to bring to KERO . . . the benefits of his alleged acquaintance with the needs of Bakersfield since the record shows that he will derive his main earnings as manager of KFRE Fresno, 108 miles from Bakersfield, and presumably will spend most of his time there."

Claims FCC Erred

Filed by Seymour Krieger of the Washington law firm of Courtney, Krieger & Jorgensen, attorneys for Kern County, the petition claimed FCC erred, under its duopoly rule, in approving a transfer to "one individual who will also be the general manager of another station serving substantially the entire service area of the station he will own." The petition also raised questions as to whether the sale to Mr. Bartlett "will in fact accomplish a complete divestment by Mr. Rodman of his interest in KERO" as required by FCC as a condition to its approval of the transfer. KERO is a 250-w outlet on 1230 kc.

For Complete

RADIO and TELEVISION SERVICE
in the RICHMOND, VIRGINIA, AREA

Use

√ WMBG
AM Station

√ W Capital Old Dominion
FM Station

√ W Tele Vision Richmond

Virginia's ONLY Television Station
OPERATING 27 HOURS A WEEK
Is Now Affiliated with
NBC Television Network

WMBG The Station of Progress
5,000 Watts

NBC Affiliate

Represented by JOHN BLAIR & COMPANY

FCC RULES
AND
REGULATIONS

. . . Parts 1 to 64 now available. Complete set in binder, $21.00. Amendment service, 1 yr., $25.00. Parts 1-2-3-4-5-13-Standards of Good Engineering AM-FM-Television $15.00 in binder. Amendment service, 1 yr., $15.00.

HARRY C. RAND CO.
1507 M ST., N. W.
WASH. 5, D. C.

WIBK DENIED

Rev. Smith Held Unfit

INITIAL decision looking toward denial of Rev. J. Harold Smith's license application for WIBK Knoxville, Tenn., on grounds that the evangelist minister lacks "the requisite qualifications of a licensee," was issued last Tuesday by FCC.

In effect, previewing deletion of station, the ruling is that of retiring Comr. Clifford J. Durr, hearing officer in the proceeding. Comr. Durr was instructed last week by separate order of the Commission to issue an initial decision in the case. It is comparable to the recommended decision of a hearing examiner under the provisions of the Administrative Procedures Act and is the first ruling of its kind since adoption of the Act. It also is Comr. Durr's last official FCC action as he retired on Wednesday.

The initial decision, based on a lengthy investigation of Rev. Smith's religious and business activities [BROADCASTING, Oct. 27, Nov. 24], is solely that of Comr. Durr and has not been passed upon by the Commission.

From sources in Knoxville close to the evangelist it was reported following the FCC announcement that the case will be appealed as far as the Supreme Court if the Commission does not grant continued operation of the station. Welch, Mott & Morgan, Washington radio law firm, was declared to have been retained to represent WIBK before FCC and in the appeal if the latter is necessary. Exceptions to the ruling and request for oral argument are expected to be filed promptly.

The Knoxville spokesman for Rev. Smith reported a mass demonstration of the evangelist's following is in preparation to protest the ruling but no date or details were yet available. The demonstration technique of protest had been employed before when Rev. Smith was taken off the air by WNOX Knoxville for his alleged unethical attacks upon minor religious groups, races or factions. The representative also suggested that FCC be watched closely for a coming flood of written objections to the ruling. Comr. Durr's office reported on Wednesday that a telegram already had been received calling down God's mercy for his action.

The initial decision specifically proposed denial of the application of Independent Broadcasting Co. Inc. for license to cover the construction permit of WIBK and denial of request for permit for an FM station. WIBK has been operating on program tests on 800 kc with 1 kw daytime since July 1947. Comr. Durr also recommended the station be granted authority to continue operation for 90 days in order to wind up its affairs.

Comr. Durr pointed out in his conclusions that the record in "this proceeding leaves a trail of questions raised and unanswered. It is replete with confusing and contradictory statements. . . . The record reveals that the information contained in the application was far from complete and in instances wholly inaccurate."

Durr Poses Questions

For the purpose of the decision Comr. Durr posed basic questions: Has the applicant concealed or misrepresented facts of such materiality as to warrant denial, and are the officers, directors and stockholders "of such ability, character, and responsibility as to warrant a finding that they possess the attributes required for the operation of a broadcast station in the public interest." He indicated answer of the first question would provide in part the answer to the second.

Comr. Durr pointed out the original application set out that 150 shares of common stock were divided equally among Rev. Smith, his wife, Myrtice Rhodes Smith, and Marvin I. Thompson, manager of the station. Mr. Thompson also had subscribed to the remaining 50 shares. However the hearing disclosed the last block of 50 shares was not taken in whole by Mr. Thompson but instead divided three ways, leaving Rev. and Mrs. Smith two-thirds owner and Mr. Thompson one-third owner.

Although this was termed a clearly constituted transfer of control without FCC consent or notification, Comr. Durr indicated greater concern over the FM application, executed on the day of the stock shift, which represented the original ownership.

The finding also showed that the preferred stock, represented in the original AM application and the FM request as to be offered on the "open market," was purchased entirely by Rev. Smith on the same day as the FM request was executed. According to testimony of Mr. Thompson, the finding said, Rev. Smith had borrowed the money to buy the preferred stock more than a month before the AM application was filed.

Regarding concealment of business interests, the report said that "neither applicant nor Smith reported to the Commission Smith's association with and interest in either the *Radio Bible Hour*, the Southern Bible Institute of the *Carolina Watchman*, a newspaper, described as personal ventures.

As to Rev. Smith's dealings with XERF Villa Acuna, Mexico, over which he has been broadcasting "religious" programs, the report finds that contrary to the lack of information in the WIBK applications, Rev. Smith has a "substantial" interest above mere contract for time. Comr. Durr said the "testimony is conclusive that XERF could not have been constructed without Smith's money."

Special notice also was made of Rev. Smith's financial report to the Commission and was declared to have been misrepresented regarding major liabilities in both the AM and FM applications.

TBA Group to Prepare Video Production Code

A COMMITTEE established by the Television Broadcasters Assn. to draw up a production code for the television industry is scheduled to submit a draft of the code at the TBA annual meeting in December.

With Lawrence W. Lowman as chairman, the committee is to study the problem during the next several months and prepare an official guide for video programming on an industry-wide basis.

Committee members are Noran E. Kersta, executive assistant to the administrative vice president in charge of NBC television; Robert L. Coe, general manager of WPIX New York, and Neil Swanson, executive vice president of WMAR-TV Baltimore.

German Radio Set Drive Of NAB Gets Under Way

CAMPAIGN to raise $100,000 to buy radio sets for German schoolrooms, approved at Los Angeles May 19 by the NAB board, was opened Saturday with an MBS broadcast by Gen. Lucius D. Clay, commander - in - chief, European Command, and Military Governor for Germany, and NAB President Justin Miller.

Program was scheduled at 6:30 p.m. on MBS. All NAB member stations are taking part in the drive for funds, which runs through July 14.

Listeners are asked to donate their pocket change to stations, or to send donations to Silver Shower, Post Office Box 7810, Washington.

WJAR-TV Affiliates

WJAR-TV Providence, R. I. was signed last week as a new affiliate of the NBC television network. The station, now under construction, is expected to begin operations on Channel 11 by Sept. 15. WJAR-TV is owned by The Outlet Co., owners of WJAR, NBC's AM affiliate in Providence. Mortimer L. Burbank is president.

Herndon Named

LANDON C. HERNDON, formerly in charge of the Central States Region for the FCC Bureau of Engineering at Chicago, was appointed last week as assistant chief of the Commission's Field Engineering and Monitoring Division at Washington. Mr. Herndon has been in the radio engineering supervision field since 1921.

WBKB Appointment

APPOINTMENT of John H. Mitchell, manager of the central Illinois district of Public Great States Theatres, as business manager of WBKB Chicago, was announced Thursday by Capt. Bill Eddy, director of the Balaban and Katz television station. Mr. Mitchell, a native of Indianapolis, will assume many of the operational duties, leaving Captain Eddy more time for program and network development.

QUESTION:

What in Washington, D. C. tops the elevation of the Washington Monument.

ANSWER:

The new **WASH-FM** antenna—more than 200 feet higher than the top of the Washington Monument.

RESULT:

That's why **WASH-FM** covers lots of people and produces *Sales RESULTS* in the Nation's Capital.

National Reps:
FM REPS, INC.
"A Dillard Station"
Hudson Eldridge, Mgr.

San Francisco

(*Continued from page 27*)

sion in San Francisco, Mr. Murphy stated.

Upon request Mr. Murphy cited in order of importance the reasons why CBS wants television in San Francisco: To maintain competitive position with other networks through revenue aspects of owned-station operation; network development and operation; program origination, and because of advantages of economy and efficiency which integrated aural and TV operation could provide.

To the query why CBS wanted to get into television networking, Mr. Murphy stated, "Because we think ultimately it is the form that television will take. We are in the network business, and we think that television network ultimately will be profitable."

Extensive Competition

Asked by Carl Smith, Paramount counsel, if CBS recognized any economic conflict between sound broadcasting as engaged in today and television as visualized in the future, Mr. Murphy stated he did to "the extent that there will be competition . . . for the audience, and in some cases for the advertisers."

He indicated it is the opinion of CBS that television has a "very marked impact on radio, and other forms of activity which compete for the leisure time of people when television comes into the home. What we do not know is whether the high impact will be maintained."

Details of the CBS plan for commercial color television operations were then reviewed and the witness was questioned on CBS moves to enter commercial black and white video after FCC denied the network's color proposals in March 1947. Mr. Murphy said the new applications were for Chicago first, Boston second and San Francisco third and were filed on an "imminence" of proceeding basis rather than on importance of site.

Vincent B. Welch, representing Twentieth Century-Fox, asked Mr. Murphy the relation CBS would have with the management and control of KTTV. Mr. Murphy replied that a board of directors would select the manager and supervise the operation. He related that "Columbia has agreed to make available its experience and its counsel in the operation." He added KTTV will have basically separate studios and equipment but that CBS as a network would maintain a television staff and some equipment in Los Angeles once the video network operations began.

To lengthy inquiry of the KQW acquisition and sale of 55% of WTOP Washington, and which of the six markets CBS would relinquish should FCC refuse that number of television interests, Mr. Murphy could not cite a specific instance. He said the network would not give up New York, however. He indicated CBS may have to take its chances on one of the "iffy" situations, those in which "ifs" are involved because of hearings or pending transfers.

Regarding typical income and expenses of television operation, Mr. Murphy related that for WCBS-TV last year expenses were about $1,100,000 and income about $300,000.

Asked how long CBS would be able to stand operating losses of $2,500,000 per year, assuming it would become operator of five TV stations with average operating loss of $850,000 per station, Mr. Murphy said he did not know how long the network would be willing to absorb that sum.

Mr. Murphy testified CBS had spent some $9,000,000 in television to date and of this amount about $2,000,000 went into color TV.

Regarding necessary income to meet the yearly $686,000 operating cost for the San Francisco station, Mr. Murphy said no rate card has yet been planned but that if 100% of the time were commercial, based on a 30-hour week, it would cost $440 an hour to operate. This would include talent costs borne by the station, he explained.

To Use Coax

Regarding network plans, Mr. Murphy testified CBS would use coaxial facilities of AT&T between Los Angeles and San Francisco when they are available. He said the order would be planned as soon as the television permit is granted.

During a lengthy discussion of program plans and methods of operation, Mr. Brenner asked what would be the CBS policy on television duplication of AM programs. Mr. Murphy replied, "I think, where suitable, we would encourage it."

On Wednesday CBS presented Harry W. Witt, its proposed television station manager at San Francisco, who related details of program investigation in the Bay Area and plans for staffing the outlet.

Television California then proceeded with further testimony by C. L. McCarthy, minority owner and general manager. He explained an exhibit concerning his firm's proposed experimental project and training program, including a projected commercial interim operation.

The exhibit showed Television California would operate its recently granted TV experimental station W6XJD for a period of two years at least, whether or not a commercial station permit were received. If the commercial permit were granted, the technical staff being trained on the experimental work would be integrated into the commercial operation. W6XJD operates on Channel 9 (186-192 mc) with 850 w effective radiated power.

Thomas H. Hutchinson, retained by Television California as program consultant, related details of program plans while George P. Adair, consulting engineer, was recalled to relate technical details of the experimental station operation. W6XJD has been on the air since May 21, he said.

In one of the Television California exhibits it was shown that the organization so far has spent about $27,000 in the preparation and processing of its application. Some $25,000 represents legal and engineering fees.

On Thursday Twentieth Century-Fox began the principal portion of its testimony. John B. Bertero, director, related corporation and capitalization details. He said Twentieth Century-Fox Film Corp. has subscribed to $500,000 interest and will loan an equal amount to support the venture. A like interest has been acquired by Fox West Coast Theatres Inc., movie chain operator and subsidiary firm, which also would loan $500,000. He discussed at length the relation of television and movies to available audience and concluded that video would have an effect on movie attendance just as any other new medium would, but that both TV and motion pictures would continue to prosper.

$350,000 Studios

Russell McCullough, director of construction and maintenance for Fox West Coast, related building plans and construction details. The San Francisco studios are to be constructed by subsidiary Fox Deluxe Theatres Inc. at a cost of $353,900 and leased to the video station. The Oakland studio would cost $45,000.

Charles P. Skouras, president of the applicant, was cross-examined on overall policies. He testified he saw no conflict between movies and television as video represented a field in which new techniques of entertainment will be worked out. He indicated it was his own opinion that feature movies do not lend themselves to video, although no research has been conducted in this matter.

Robin D. Compton of the Frank McIntosh consulting engineering organization concluded Thursday's session with relation of equipment and cost details.

Oklahoma Paper to Buy WBBZ for $115,000

SALE of WBBZ Ponca City, Okla., by Mrs. Adelaide L. Carrell to the Ponca City *News* for $115,000 was reported last week. Mrs. Carrell is station licensee.

WBBZ, assigned 250 w fulltime on 1230 kc and a Mutual affiliate, is one of the oldest outlets in the Southwest. Station began operations in Wichita, Kan., in 1924 and moved to Ponca City in 1927. Mrs. Carrell is president and general manager of the station as well as sole owner.

Transaction was handled by Blackburn-Hamilton Co., station brokerage firm. Formal application for FCC consent to the sale is to be filed at the Commission in the next few days.

Radio Protection Need Is Stressed

Vadeboncoeur Says N. Y. Bill Should Include Radio

DISCRIMINATION against legal protection for news sources of radio news men was condemned June 28 by E. R. Vadeboncoeur, vice president of WSYR Syracuse and chairman of the News Committee of NAB. Mr. Vadeboncoeur testified before the Law Revisions Committee of the State of New York [BROADCASTING, June 21]. He said, "It would be an extremely unrealistic and unreasonable law which would protect the news sources of the newspaper man . . . but would deny that protection to the sources of the radio news man."

Testimony was also given by a number of other witnesses including Michael Hanna, WHCU Ithaca, N. Y.

Mr. Vadeboncoeur reviewed the growth of radio news gathering on a state and national basis and pointed out the ever increasing number of stations, and the subsequent growth in the number of radio news men. He said there are 25 radio reporters and editors covering the daily news in Albany and at morning press-radio conferences at City Hall in Syracuse there are often four radio reporters and one newspaper reporter.

To show the confidence placed in radio news by the public, Mr. Vadeboncoeur quoted several paragraphs from the Second Study of Public Opinion conducted by the U. of Denver.

The increase in radio reporters employed by national news services was cited as were several important news beats made by radio men.

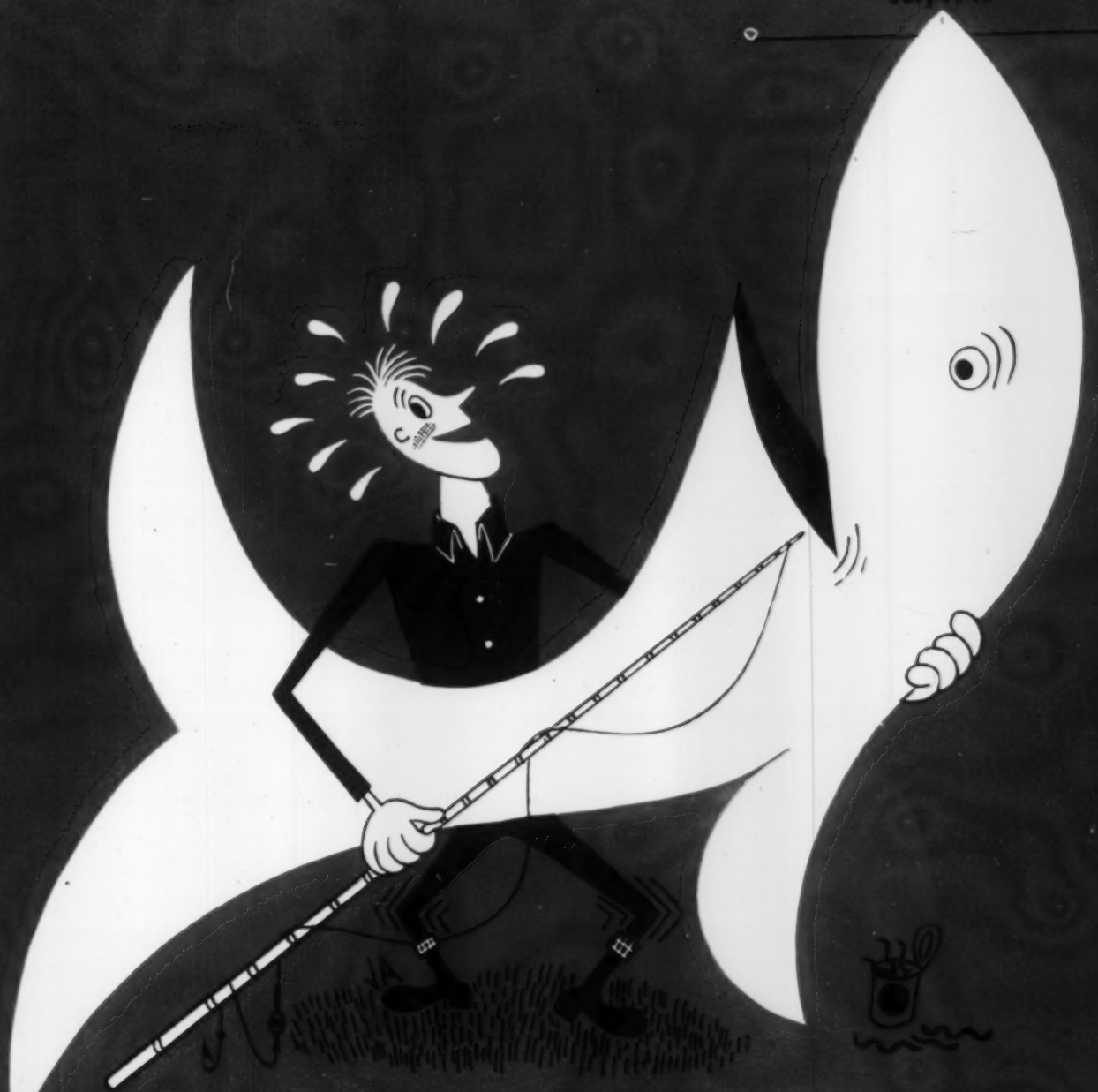
"Radio's place in the news field was not arrived at accidentally or by any coincidence," Mr. Vadeboncoeur said, and then went on to tell of the work done by NAB to promote high standards of radio news. He also read the section on news from the Standards of Practice and told how it had been adopted by the radio industry.

As an example of the ever present work being done to bring better news to radio listeners, Mr. Vadeboncoeur told of the radio training now given to journalism teachers by the Council on Radio Journalism.

Speaking on the new developments in the industry, TV and facsimile, Mr. Vadeboncoeur said, "It is inevitable that radio news will become more and more important; that the already large army of radio news men will increase far beyond what we have today."

In summing up his request for protection for radio news men, Mr. Vadeboncoeur asked the committee "to specifically include in any such bill, radio news men, as well as newspaper men, and to specifically include any radio broadcasting station, including AM, FM, television or facsimile, as well as newspapers."

BROADCASTING
Comparative Network Program Schedule
July 1948



Yeah, but can he lift a sales curve?

(for a far bigger catch, see back page of insert)

COMPARATIVE NETWORK PROGRAM-SPONSOR SCHEDULES

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Prud'tl. Ins. Family Hour (152)	Quaker Oats Those Websters (484)	Catholic Hour S
6:15	Seeman Bros. Mus. Headlines (218) R	"	"	"
6:30	T B A	Coca-Cola Pause Refreshes (164)	Cudahy Packing Co.	Am. Home Prod. Star Preview (126) R
6:45	"	"	Nick Carter (441)	"
7:00	I Love Adventure S	Wrigley Gene Autry (154)	Mystery Playhouse	Am. Tobacco Co. Let's Talk Hollywood (151)
7:15	"	"	"	"
7:30	Johnny Fletcher S	CPP-Super Suds Blondie (150) R	Mutual Benefit Behind the Front Page (447)	F. W. Fitch Co. Rexall Summer Theatre (158)
7:45	"	"	"	"
8:00	Stop The Music S *	Wildroot Sam Spade (160)	Co-op A. L. Alexander	Standard Brands Show Chorale (150) *
8:15	"	"	"	"
8:30	Speidel Corp. (169)	Gen. Motors Man Called X (161) R	Carter Products Jimmy Fidler (201)	T B A
8:45	Old Gold Cigarettes (169)	"	Twin Views Of The News S	"
9:00	Andrew Jergens Walter Winchell (215)	T B A S	Co-op Meet Me At Parkys (40)	Sterling Drug Man. M.-Go-R'd (147)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Superstition S	Strike It Rich S	It's A Living	Sterling Drug Alb. Fam. Music (151)
9:45	"	"	"	"
10:00	Comedy Writers' Show S	Shorty Bell Mickey Roone/ S	Voices of Strings S	Eversharp Take It or Leave It (161)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Escape S	Clarys Gazette S	Philip Morris Horace Heidt (160)
10:45	We Care S	"		"

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not In Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	In My Opinion S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
6:30	"	Avenir du Monfred S	"	Sketches In Melody S
6:45	"	P & G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	Robert Q. Lewis S	Co-op Fulton Lewis (339)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (46)	"	* Dinner Date	Miles Labs. News of World (143)
7:30	General Mills Lone Ranger (175) R	Jerry Wayne Show S	Gen. Motors Henry Taylor (449)	Art Van Damme Quintet
7:45	"	Ned Calmer News S	Bayuk Cigars Inside of Sports (106)	Pure Oil Co. Kaltenborn (32)
8:00	Sound Off S	Bromo Seltzer Inner Sanctum (150) R	Falcon S	E. I. duPont Cav. of Amer. (147) R
8:15	"	"	"	" *
8:30	Stars In The Night	Cabin B-13 S	Casebook of Gregory Hood	Firestone Voice Firestone (140)
8:45	"	"	"	"
9:00	Tomorrow's Tops	T B A	Carter Products Gabriel Heatter (321)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Mutual Newsreel S	"
9:30	Orchestra	"	Quiet Please S	Mars Inc. Dr. I. Q. (131)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	"	Co-op & Mail Pouch (42) Fish n' Hunting	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	To Be Announced	R. J. Reynolds Vaughn Monroe (160)	Orchestra S	General Electric Fred Waring (160)
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not In Service)	Metro. Life Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	Frontier to Science S	"	6:15-6:20 Music Liebert 6:20-6:30 S
6:30	"	Avenir du Monfred S	"	Sketches In Melody S
6:45	"	P&G Ivory Thomas (77) R	"	Sun Oil Co 3-Star Extra (28)
7:00	Co-op Headline Edition (53) *	Robert Q. Lewis S	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (46)	"	Orchestra S	Miles Labs. News of World (132)
7:30	General Mills Green Hornet (160) R	Jerry Wayne Show S	News	Lennie Herman Quintet
7:45	"	Ned Calmer News S	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (27)
8:00	Youth Asks the Government S	Sterling Drug Mystery Theatre (148)	Mysterious Traveler S	Philip Morris Call for Music (142) R
8:15	Chr. Sc. Mon. Views the News R	"	"	"
8:30	Co-op Town Meeting (56)	CPP Tooth Pwdr. Mr. Mrs. North (150) R	Pharmaco, Inc. Official Detective (139)	Lewis Howe Co. Carmen Cavallero (150)
8:45	"	"	" *	"
9:00	"	Gulf Oil We the People (118)	Serutan Co. Gabriel Heatter (212)	Pabst Beer The Thin Man (149)
9:15	"	"	Mutual Newsreel S	"
9:30	Boston Symphony S	De Soto Plymouth Hit the Jackpot (162)	The Lone Wolf	Lever Bros. Call The Police (152)
9:45	"	"	"	"
10:00	"	Studio 1 S	Robt. Kilgore S	Lever Bros. Carliss Archer (130)
10:15	"	"	"	"
10:30	Let Freedom Ring S	"	Orchestra S	Brown & Wilson Evening with Romberg (160)
10:45	In the Family (C10)	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Y. P. Church Rev. P. Crawford (264)	World News John McVane Co-op
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	Tone Tapestries S	Cameos of Music 9:30-10:00 S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miner (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (257)	Highlights Of The Bible
10:15	"	Ballard & Ballard Renfro Valley (28)	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	West'n Auto Circle Arrow (57)
10:45	"	Church of Air S	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	Howard K. Smith S *	Christian Ref. Ch. Back To God (235)	Words & Music S
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	Texas Jim S	Invitation to Learning S	Timely Topics	Olmstead & Co. S
12:15 PM	Foreign Reporter S	"	"	"
12:30	On Trial S	People's Platform S	Lutheran Hour Dr. W. Maier (333)	Eternal Light S
12:45	"	"	"	"
1:00	Amer. Future Sam Pettengill (203) R	T B A	T B A	America United S
1:15	Editor At Hom S	"	"	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Gen'l Mills Inc. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Ozark Valley Folks S	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	"	Nelson Olmsted S
10:00	Libby, McNeill My True Story (196) R	Music You Know S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
10:15	"	"	Faith Our Time S	"
10:30	Gen. Mills Betty Crocker (191) R	T B A	Say With Music Willard's Orch. S	P & G Road of Life (154)
10:45	Curtis Co. Listening Post (202) R	"	"	P & G Joyce Jordan (152)
11:00	P&G Break Hollyw'd (234) R	Liggett & Myers Arthur Godfrey (158)	Co-op Passing Parade Nesbitt S	Toni Co. This Is N. Drake (156)
11:15	Kellogg Co. Break Hollyw'd (234) R	"	Tell Your Neighbor (61) S	Manhattan Soap We Love and Learn (157)
11:30	Kellogg Co. Galen Drake (204)	Contin'al Baking Grand Slam (49)	Phil Morris Hearts Desire (223)	Prud'tl Ins. Jack Berch (139)
11:45	West. Elec. Corp. Ted Malone (196) R	P & G Rosemary (60)	"	B. T. Babbitt Lora Lawton (97)
12:00 N	P&G Welcome Trav. (183)	Gen. Foods Wendy Warren (146)	Kate Smith Speaks, Co-op (190)	"
12:15 PM	"	Lever Bros. Aunt Jenny (59)	Serutan Victor Lindlar (116)	To Be Announced
12:30	Out Of Service	Whitehall Helen Trent (78)	U. S. Service Bands S	Words & Music S
12:45	"	Whitehall Our Gal Sunday (80)	"	"
1:00	Co-op Baukhage (92)	P & G Big Sister (91)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (81)	T B A	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Story Shop S
9:15	"	Ballard & Ballard Renfro Valley (29)	"	"
9:30	"	"	News R. Hurleigh S	Mind Your Manners S
9:45	"	Garden Gate S	Practical Gardener	"
10:00	This Is For You	Red Barber S	Bill Harrington S	Frank Merriwell S
10:15	Johnny Thompson	"	Misc. Programs	"
10:30	Seeman Bros. Hollywood Headlines (125)	Pet Milk Mary Taylor (139) R	Ozark Valley Folks S	Swift & Co. A. Andrews (161) R
10:45	Seeman Bros. Buddy Weed Trio (10)	"	"	"
11:00	Abbott & Costello Kid Show S	Cream of Wheat Let's Pretend (150) *	Movie Matinee S	Swift Meet the Meek (161)
11:15	"	"	"	"
11:30	The Bosco Co. Land of the Lost (36)	Lever Bros. Junior Miss (163)	Teen Timers, Inc. Teen Timers Club (106)	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theater of Today (160)	Misc. Programs	Barriault Wash. News S
12:15 PM	"	"	Week in Wash. Albert Warner S	Public Affairs S
12:30	American Farmer (88) S	Bowey's Stars Hollywood (53)	Campus Capers	Coffee With Congress S
12:45	"	"	"	"
1:00	Luncheon with Maggi & Herb S	Pittsbury Grand Cen. Sta. (130)	Alan Lomax S	Allis-Chalmers Nat. Farm & Home Hour (163)
1:15	"	"	"	"
1:30	Sun Vow	Tell It Again		
1:45	"	"		
2:00	Arg the (15	Are T S		
2:15	"	"		
2:30	Mr. Pr	C. H S		
2:45	Jane R S			
3:00	Frushaw Harrison (7	Symp S		
3:15	Almo	"		
3:30	T E	"		
3:45	"	"		
4:00	Tuckw Speak Americ	"		
4:15	Thin Alle S	"		
4:30	Milton Opera	Talks M Music S		
4:45	"	"		
5:00	Pers Autogr	"		
5:15	Wives (Here's to (86)			
5:30	Count	Electric Home Co Talking		
5:45	"	On T		

E V N G

FOR JULY 1949

TUESDAY

MBS	NBC
Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S
"	Music Liebert 6:20-6:30 S
"	Sketches In Melody S
"	Sun Oil Co. 3-Star Extra (32)
Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (161) R
Orch. S	Miles Labs News of World (143)
News S	Adrian Rollini Trio
Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (34)
Special Agent S	National Minstrels S
"	"
High Adventure	Jack Pearl S
" *	"
Carter Products Gabriel Heatter (321)	Bristol Myers Tex & Jinx (159)
Mutual Newsreel S	"
Racket Smashers	Bristol-Myers Dist. Attorney (140)
"	"
Opinion - Aire S	Am. Cig. & Cig. The Big Story (162)
"	"
California Melodies S	Rexall Stores Jimmy Durante (160)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S Radcliffe Hall Clem McCarthy
"	Men & Books S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
"	Aven'r du Monfred S	"	Sketches In Melody S
"	P&G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	Robert Q. Lewis S	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (162) R
Co-op Elmer Davis (46)	"	Orch. S	Miles Labs News of World (132)
Rayve Henry Morgan Show	Jerry Wayne Show S	News S	Art Van Damme Quintet
"	Ned Calmer News S	Bayuk Cigars Inside Sports (108)	Pure Oil Co. Kaltenborn (22)
The Front Page S	The Doctor Says Murder S	Lucky Partners	General Foods Aldrich Family (143) R
"	"	"	"
Criminal Casebook	Whitehall Mr. Keen (146) R	Talent Jackpot S	General Foods New Faces (145) R
"	"	*	"
T B A	Auto-Lite Suspense (160)	Serutan Co. Gabriel Heatter (212)	Kraft Foods Co. Music Hall (144)
"	"	Mutual Newsreel S	"
Candid Microphone S	Toni Co. Crime Photog. (165)	Revere Camera All-Star Revue	Sealtest Village Store (93)
"	"	Background For Stardom	" * Falstaff
Gillette Sports (254)	Hallmark Player House (158)	The Family Theatre S	R. J. Reynolds Bob Hawk Show (161)
"	"	"	"
"	Doorway to Life	Dance Orchestra S	The Time, the Place the Tune S
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News S John McVane Clem McCarthy
"	Report from UN S	"	6:15-6:20 S Music—Liebert 6:20-6:30 S
"	Aven'r du Monfred S	"	Sketches In Melody S
"	P&G Ivory Thomas (77) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	Robert Q. Lewis S	Fulton Lewis, Jr. (331)	Liggett & Myers Supper Club (162) R
Co-op Elmer Davis (46)	"	Orchestra	Miles Labs. News of World (143)
General Mills Lone Ranger (175)	Jerry Wayne Show S	Gen. Motors Henry Taylor (440)	Music For Tonight
"	Ned Calmer News S	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (33)
Norwich Phar. Fat Man (136) R	Mr. Ace & JANE S	There's Always A Woman	Cities Service Co. Band of America (82)
"	"	"	"
Equitable Life This Is Your FBI (221) R	T B A	Leave It to the Girls	T B A
"	"	" *	"
Bristol-Myers Break the Bank (183) R	"	Noxema Co. Gabriel Heatter (172)	"
"	"	Mutual Newsreel S	"
Pacific C. Borax The Sheriff (181)	Int. Silver Silver Summer Review (153)	T B A	Sterling Drug Waltz Time (149)
Ch. Spark Plug Roll Call (215)	"	"	"
T B A	Philip Morris Everybody Wins Phil Baker (149)	Co-op Meet the Press (46)	Contour Co. Mystery Theatre (141)
"	"	"	"
"	Coca-Cola Dick Jurgens (159)	U. S. Air Forces Tex Beneke	Colg.-Palm.-Peet Sports Newsreel (70)
"	"	"	Pro and Con Speakers from Washington S

SATURDAY

ABC	CBS	MBS	NBC
Ernie Felice Quartet S	News S Bancroft	Orchestra	News Summary S
Profits Of Prayer	In My Opinion S	"	Art of Living
Harry Wismer	Red Barber Sports Show S	"	NBC Symphony S
Communism & One World S	News S Larry Lesueur	"	"
Challenge of The Yukon	St. Louis Municipal Opera S	Hawaii Calls S	"
"	"	"	"
General Mills Famous Trials (164) R	Pet Milk Sat. Nite Ser. (78) R	What's the Name Of That Song?	Mars Inc. Curtain Time (130)
"	"	"	"
Ross Dolan Detective (207) S	Sing It Again S	Ronson Metal 20 Questions (349)	T B A
"	"	"	"
The Amazing Mr. Malone	"	Stop Me S	"
"	"	"	"
P&G - Co-op Gang Busters (62)	Morey Amsterdam Show Co-op	Three For The Money	Am. Tobacco Co. Your Hit Parade (160)
"	"	"	"
General Electric "What's My Name?" (164)	If Pays To Be Ignorant Co-op	"	Colg.-Palm.-Peet Judy Canova (143)
"	"	"	"
American Oil Prof. Quiz (101)	T B A	Chicago Theatre of the Air S	T B A
"	"	"	"
Hayloft Hoedown (107) S	"	"	R. J. Reynolds Grand Ole Opry (158)
"	"	"	"

6:00 P.M.
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M E

SUNDAY

ABC/CBS	MBS	NBC
Sun Vie...	Tell It Again S	Music
"	"	"
Are There ... (156)	Are There S	Air Force Show S
"	"	"
C. C. Harsch Mr. Pr...	S	Co-op Bill Cunningham (210)
...ino Roper	S	Veteran Wants to Know S
Frushour Harrison	Symphony S	Charlie's House
Alme...	"	"
T B...	"	Life Begins At 80
"	"	"
Tucker Speak America	"	General Foods House Mystery (464)
Thin... Allo... S	"	"
Milton ... Opera	Make Mine Music S	Wilmsn. Candy True Detective (462)
"	"	Swing - 1948 S
Pers... Autog...	"	Under Arrest
...Bives Co. ...e's In You (86)	"	"
...Counts	Electric Co. Girls Games ...ding (157)	Helbros Watch What Makes You Tick? (403)
	On 7-11	"

NBC
Univ. of Chic. Rd Table S
"
R. F. D. America S
"
RCA Victor Show (162)
"
Sheaffer Pen Parade (162)
"
Stand. Brands 1 Man's Fam. (150)
"
Miles Lab Quiz Kids (148)
"
Pillsbury Mills Bob Trout (62)
Swing - 1948 S
T B A
"
"
"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (80)	T B A	Robt. McCormick Co-op S
"	P & G Guiding Light (86)	Ralston Purina Chd. Jamboree (167)	Robt. L. Ripley Co-op
Co-op Walt Kierman (47)	Gen. Foods 2nd Mrs. Burton (66)	Ph. Morris (275) Miles Lab. (47) Armour (232) Int. Milling (122)	Campbell Soup Double or Nothing (131)
Co-op Ethel & Albert (42)	P & G Perry Mason (90)	Queen For Day	"
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (153)	Martin Block S	Gen. Mills Today's Children (140)
"	Manhattan Evelyn Winters (161)	"	Gen. Mills Light of World (61)
Quaker Oats Ladies be Seated (205) R	Babbitt David Harum (55)	"	P & G Life-Beautiful (145)
Toni Co. Ladies be Seated (202) R	Hilltop House S	"	P & G Ma Perkins (146)
T B A	Gen. Elec. House Party (161)	Red Hook	P & G Pepper Young (151)
"	" *	Misc. Programs	P & G Right to Happiness (150)
"	Armour & Co. Hint Hunt (157) R	Robert Hurleigh S	Sterling Drug Backstage Wife (145)
"	" *	Co-op Johnson Family Scribner (337)	Sterling Drug Stella Dallas (145)
Treasury Show S	Winner Take All Co-op	Misc. Programs S	Sterling Drug Lorenzo Jones (145)
"	"	Two-ton Baker S	Sterling Drug Y. Widder Brown (144)
Co-op Dick Tracy	Treasury Bandstands S	Treasury Chest	Gen. Fds. When Girl Mar. (77)
T B A	"	Superman	Gen. Fds. Portia Faces Life (89)
Sea Hound S	Chicagoans S	Adventure Parade	Whitehall Just Plain Bill (59)
Derby Foods Sky King	Miles Lab Lum 'n Abner (128) R	"	Whitehall Front Page Farr (58)

SATURDAY

ABC	CBS	MBS	NBC
Speaking of Songs S	Bordon County Fair (162)	Dance Orchestra	Ed. Tomlinson News
"	"	"	Report Europe S
Fascinating Rhythm S	Toni Co. Give & Take (160) R	"	Vincent Lopez & Orchestra S
"	"	"	"
Hitching Post S	Columbia Country Journal S	Bands for Bonds	Salute to Veterans S
"	"	"	"
Piano Playhouse S	Report From Overseas S	Mutual Musicale	Greg McCritchie Orchestra S
"	Adv. in Science S	"	"
ABC Symphony S	Cross Section USA S	Sports Parade	T B A
"	"	"	"
"	Dave Stephens' Orchestra S	Horse Races	"
"	Horse Racing S	Charles Slocum	"
Horse Races Sports Roundup S	T B A	Dance Orch.	First Piano Quartet S
"	"	First Church Christ Scientist (103)	"
News S Treasury Band Show	Make Way For Youth S	U. S. Tobacco Take A Number (464)	S. C. Johnson Dizzy Dean Sport Show (163)
"	"	"	J. Morrell & Co. Lassie Show (163)
Melodies To Remember	Saturday At The Chase S	Shotwell Mfg. True or False (464)	Dr. I. Q., Jr. Mars, Inc. (40)
RR Trainman Dorothy Fuldheim (94)	"	"	"

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS AND IN SOME INSTANCES, STARTING DATE. S INDICATES SUSTAINING. R RE-BROADCAST ON WEST COAST.

ABC

12:30-12:45 PM, WJZ only, Mon.-Fri. Edelweiss presents The Human Side of the News.
1-1:30 PM Mon.-Fri. Edelweiss presents The Human Side of the News, 102 stations.
7:15 PM, Headline Edition, except 45 stations.
STOP THE MUSIC: ABC 8 to 9 PM, EDT. Opening quarter-hour sponsored by Smith Brothers, manufacturers of cough drops and candy, seven nights beginning Sept. 5, and second 15-minute segment (11:15-11:30 PM, EDT) by Evening Jour., starting Sept. 12.
8-8:30 PM Saturday, Gang Busters sponsored by Procter & Gamble, to 62 stations, and offered for easy assignability to rest of network.

CBS

11:00-11:05 AM Sat.-Sun., Charles sponsors W. Bromley Boone, (140) stations.
4:30-4:45 PM Every A Vital Cause.
4:45-5:00 PM News.

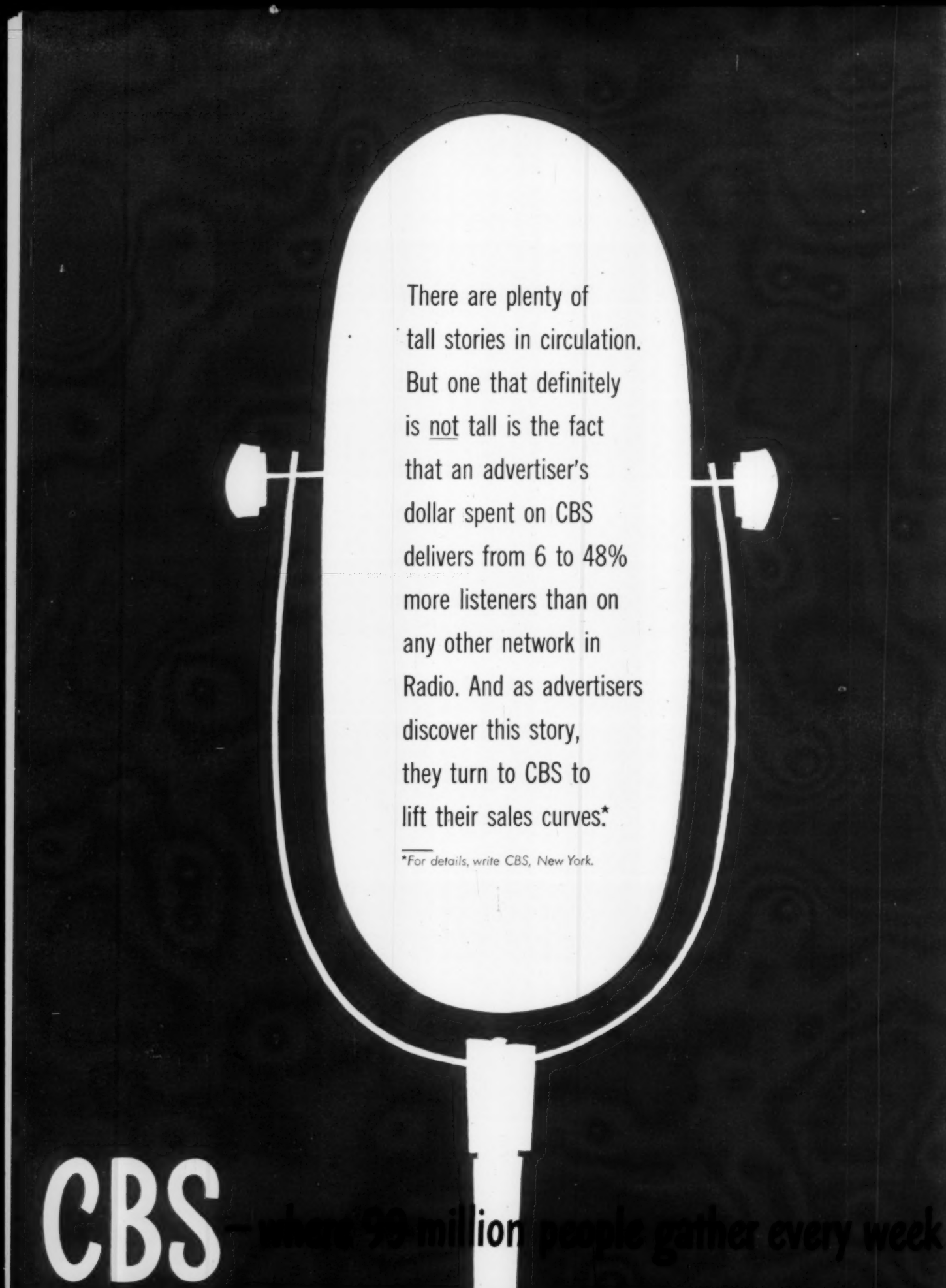
MBS

7:15-7:30 PM Monday through Friday, Associated Coals sponsors Alvin Reiser, News.
8:15-8:30 PM Monday through Friday R. H. Bruner sponsors Rise Stevens Broadcast dramatizations (15 stations).
12:30-1 PM Sunday only, Mind, programs with Bill Harrington.

NBC

8:30-8:45 AM Fred Waring Show sponsored Sun., Wed. by S. C. Johnson & Son, Inc. (Pledge, Jr. Aids, Kind Instants, & Pvt. by Minnesota Valley Canning Co.).
8:30-8:45 PM Thursday, Federal Bowling sponsors Music from the Heart of America on 83 stations.
11:15-11:30 PM Tuesday, Thursday and Saturday, Gene Autry (142)—Melody Ranch.
4:30-5:00 PM Monday, Oct 3/10 to 3/14.

BROADCASTING
The Weekly Newsmagazine of Radio
BROADCASTING


There are plenty of tall stories in circulation. But one that definitely is not tall is the fact that an advertiser's dollar spent on CBS delivers from 6 to 48% more listeners than on any other network in Radio. And as advertisers discover this story, they turn to CBS to lift their sales curves.*
*For details, write CBS, New York.
CBS
—where 50 million people gather every week!

Per-Inquiry Pacts Hit by Pellegrin

BRISK protest against a per-inquiry contract submitted by Northwest Radio Advertising Co., Seattle, was made last week by Frank E. Pellegrin, president of the new KSTL St. Louis.

Mr. Pellegrin sparked the NAB's campaign against this type of business from the time he joined the association early in the decade. Now in the operating end of the business, he has submitted a protest stronger than any he framed while NAB director of broadcast advertising.

The per-inquiry proposition, he wrote R. E. Barringer, Northwest official, does not conform to the standard radio advertising contract widely used by stations. Moreover it would require a violation of every other KSTL contract through extra time devoted to plugging the offers and basing of billing on direct sales rather than on broadcast time. Finally, Mr. Pellegrin wrote, the quantity of commercial copy clearly violates the NAB Standards of Practice.

Text of Mr. Pellegrin's letter to Mr. Barringer follows:

. . . this is to inform you that KSTL does not wish to accept any of your advertising on a per-inquiry or "guaranteed return" basis. To do so would, in our opinion, be in violation of all the ethics of good advertising practices.

The standard radio advertising contract, widely in use by advertising agencies and radio stations throughout the country specifically states that "the time rate named in this contract is the lowest rate made by the station for like broadcasts, and that if at any time during the life of this contract the station makes a lower rate from that date . . . There shall be no secret rate, rebate, or agreement affecting rates . . ."

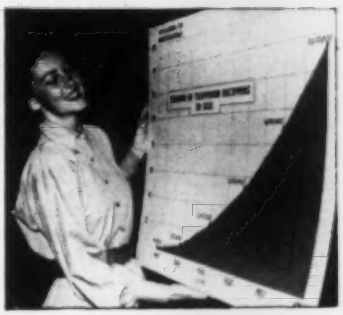
In my opinion, every station that accepts your type of deal on a "guaranteed return" basis, and devotes extra time to plugging your offers, or bases its billing to you on direct sales rather than on broadcast time used, is violating every other contract it has. It would seem to me that every other advertiser on those stations has cause for action. At the very least, they can justifiably complain on the grounds of questionable ethics.

Furthermore, the quantity of commercial copy you ask stations to carry is clearly in violation of the radio industry's Standards of Practice.

I think it is extremely regrettable that you should see fit to carry on an advertising agency business in this manner. I am under no illusion that a letter such as mine will cause you to change your method of operation, so all I can say is that insofar as this particular radio station is concerned, we want no part of it.

Canadian WAB Meet

AGENDA FOR annual meeting of Western (Canada) Assn. of Broadcasters, to be held at Saskatoon, Aug. 23-25, includes discussion and ratification of price mention formula being developed by Canadian Assn. of Broadcasters and to go into effect Sept. 1; discussion of possible revision of WAB constitution to provide for British Columbia representative on CAB board; report from CAB, and progress report from Small Markets Committee of CAB. Convention will be under chairmanship of A. M. Cairns, CFAC Calgary, president of WAB.



MARYBELLE FORBES holds the TV prospectus chart prepared from a recent estimate by Arthur A. Brandt, general sales manager at General Electric's Electronics Park, Syracuse. Estimate is that TV will serve more than 40,000,000 people within the next five years and develop into a $600,000,000 receiver sales business at retail value at the time.

Washington Broadcasters Hold Meeting at Olympia

MEMBERS of Washington State Assn. of Broadcasters reelected present officers and gave formal approval to Washington State Radio News Bureau during meeting in Olympia. They also had a brief meeting with President Truman who was in town during his western trip.

Reelected officers are H. J. Quilliam, KTBI Tacoma, president; Oliver Runchey, KOL Seattle, vice president; Robert Priebe, KRSC Seattle, secretary-treasurer; R. O. Dunning, KHQ Spokane, and James Wallace, KPQ Wenatchee, directors.

WELL-FM Opens

WELL-FM Battle Creek, Mich., started broadcasting June 30. Owned and operated by Federated Publications Inc., station is on Channel 271, 102.1 mc, with 45 kw. Over 2,000 people attended hour and a half opening program, station reports.

EDUCATED RADIO

Denver U. Students Fill Station Staffs

DENVER station managers could hold daily roll call for the U. of Denver students working full or part time for them. Twenty-six students—not counting Denver U. alumni—are on the staffs of the six commercial stations in Denver. The majority are experienced radio men and women who are studying such subjects as law, journalism and accounting in their off-duty hours.

Many, however, are studying radio at Denver U., which now offers a stepped-up program of radio and television education. Director R. Russell Porter and Professors Albert Williamson and Burton Harrison coordinate class work with the needs of Denver radio. Studies are patterned after standard operating procedure in local stations.

NEW AM-FM STATION DEDICATED IN MOBILE

WABB and WABB-FM Mobile, Ala., began broadcasting operations June 19. Stations are owned and operated by *The Mobile Press Register* with WABB on 1480 kc with 5 kw and WABB-FM on Channel 300, 107.9 mc, with 50 kw. Both operations are full time and affiliated with MBS.

Participants on the opening program included Mayor Charles Baumhauer; the Most Reverend T. J. Toolen, Catholic Bishop of the Mobile diocese, and labor and civic leaders.

Studios are located in the Press Register Building and the transmitter and four-tower array are at Eight Mile, Ala. Western Electric equipment is in use throughtout.

Station personnel includes R. B. Chandler, publisher of *The Mobile Press Register*, president; William J. Hearin Jr., executive vice president and general manager; Anthony Leighton, program director; William Murphee, chief engineer; Carroll Gardner, sales director; Starr Smith, news director; Jack Bitterman, sports director, and Helen Leighton, women's director.

Special WABB and WABB-FM section was printed day before opening in *The Mobile Press Register*.

MISSOURI RADIOMEN SET UP ASSOCIATION

MISSOURI Broadcasters Assn. was formed June 25 at Columbia, Mo., by some 25 station representatives. Officers were elected by the group, with all but one of the 40 stations in the state expected to join prior to the first annual meeting. This session will be held Aug. 15 in Kansas City just before the NAB District 10-12 area meeting Aug. 16-17 at the Muehlebach Hotel, Kansas City.

E. K. Hartenbower, KCMO Kansas City, was elected association president. Other officers are: Wayne W. Cribb, KHMO Hannibal, vice president; Guy Runnion, KXLW St. Louis, secretary-treasurer. Serving as board members, in addition to the officers, are Lloyd C. McKinney, KDMO Carthage; Mahlon Aldridge, KFRU Columbia; Robert Neathery, KWPM West Plains; Sam Burk, KIRX Kirksville.

Articles of incorporation and bylaws were adopted by the association.

Announce Opening

PLANS for opening of WXYZ-TV Detroit in the first week of October were announced by station executives last week. WXYZ-TV is owned and operated by ABC and will be city's second TV outlet. Studios and transmitter are located in Maccabees Bldg. and station will be on Channel 7 (174-180 mc).

Talented Cheeta

SOME TALENTS come in handy at times. Take Cheeta, the little white Norwich terrier belonging to Allan Dale, general manager of KURV Edinburg, Tex. Cheeta's talent is harmonizing on "You Are My Sunshine." Well, the other day Cheeta got lost. The next morning Stuart Graymount, who does the KURV morning show with his wife, did a description of the dog and then went into the song. In a few hours the man who found Cheeta had her back. He had located her through the program and her beautiful harmonizing on the song.

On All Accounts

(Continued from page 16)

finally head of production.

Mr. Sheehan subsequently left WGY to become station manager of General Electric's shortwave stations WGEA and WGEO, to develop their international broadcasting activities. He also inaugurated and managed GE's WFGM Schenectady, the first full FM station in the country. A pioneer in television, for many years he acted as advisor and consultant to GE's television station WRGB Schenectady. For the GE motion picture division, he participated in planning, writing and editing of films.

During the war, Mr. Sheehan was loaned by GE to the OWI, where he was responsible for the planning, design, installation and operation of all radio and communications facilities necessary to the functioning of OWI, Armed Forces Radio Service and the Office of Inter-American Affairs.

In his present capacity with the Buchanan Co., Mr. Sheehan will supervise such radio accounts as Teentimers (sponsors of a half hour show on MBS) Paramount Pictures, Welch's Products, Eskimo Pie and a major television account, Du Mont.

The Sheehans—she is the former Grace Meehan—have been married since January 1946. They have one son, John R. Sheehan Jr., 18 months old. The family lives in Manhattan.

Mr. Sheehan's hobbies are all sentimental touchstones to his earlier days and include an expert interest in baseball and football. He still sings and plays the violin, the latter, he confesses, with less acknowledgment to Jascha Heifitz than to Jack Benny.

WEAS Decatur, Ga., has received plaque "for meritous public service" from youthful members of "Magnolia Matinee Club of the Air," an all colored group who present their own program over WEAS Saturday afternoon.

10,000 WATTS IN KANSAS CITY
WHB
DON DAVIS PRESIDENT
JOHN F. SCHILLING GENERAL MANAGER
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

KFMB sells SAN DIEGO ...better than ever!
Now 1000 watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB
• Now operating KFMB-FM
BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Commercial

G. T. C. FRY, Eastern sales manager for ABC since 1946, has been promoted to director of CBS Radio Sales. Mr. Fry has appointed **CHARLES AYRES,** ABC account executive, as Eastern Radio Sales manager.

PAUL M. ELLIOTT, member of sales staff of KRNT Des Moines for eight years, has been named local sales manager. Veteran of 20 years sales experience, he is a retiring president of Des Moines Advertising Club. **CARTER REYNOLDS,** continuity director and former staff announcer of KRNT and WMT Cedar Rapids, will succeed Mr. Elliott on sales staff.

EDWARD W. WOOD Jr. has been named sales representative in New York and along Eastern Seaboard for Housewives Protective League Division of CBS, effective July 1. He is a former director and general sales manager of MBS and more recently was vice president and general sales manager of American Institute of Food Products, New York.

Mr. Wood

WILFRED G. CARPENTIER, manager of Winnipeg office of H. N. Stovin & Co., station representatives, has been appointed commercial sales representative for Canadian Broadcasting Corp. He was formerly associated with CKX Brandon, and CKY Winnipeg.

TOM GRAHAM, member of promotion department of WHK Cleveland, has joined sales department of station, succeeding **EVERETT JARRETT,** resigned.

FRED A. DABNEY Jr. former part-time employe of WCHV Charlottesville, Va., has joined sales staff of WRNL Richmond.

ALLEN R. ROEHLER, former classified advertising manager of "Minneapolis Journal" and "Chicago Tribune," and member of advertising staff of WTMJ Milwaukee for six years, has joined KSTP St. Paul, as account executive.

RANDOLPH SWIFT, former account executive of Moss Chase Co., Buffalo agency, has joined sales staff of WBEN and WBEN-TV same city.

TOM DAWSON, former sales manager of WCCO St. Paul, has joined the New York staff of CBS Radio Sales, as an account executive.

YANKEE NETWORK has announced renewal of its affiliation-contract with WNLC New London, Conn., as of June 15.

TOM CLARK, former ABC account executive in Chicago for five years, has been named western division manager of "Popular Science Monthly."

JOHN BLAIR & Co. has been named exclusive representative for KFJZ Fort Worth and WRR Dallas, effective July 1. Stations, both MBS outlets, are sold in combination at single price for coverage of Dallas-Fort Worth market.

LAWRENCE KRASNER, general manager of West Coast office of Forjoe & Co., and Adele Claire Fishbein planned to be married today, July 5.

Argosy Television

ARGOSY Television Corp. has been organized by John Ford and Merian C. Cooper, veteran Hollywood motion picture producers. As in their Argosy Pictures firm, Mr. Ford is chairman of the board and Mr. Cooper is president. Corporation has no fixed capitalization, but is to have 20,000 shares of stock, all privately held. Company is currently shooting a picture which is reported to be radical in its technique but has not indicated when it will be shown.

Telestatus

(Continued from page 14)

State / City	Aprox. pop. in 500 uv/m Contour (thousands)	5-6-48 FCC Channels Channel No.	Add. Channels recommended by DuMont Channel No.	New Tot Quanti
Louisiana				
Lafayette	351	13	--	1
Lake Charles	148	12	B	2
Maine				
Augusta	293	13	--	1
Lewiston-Auburn	372	5	B	2
Portland	287	8,11	--	2
Waterville	241	2	--	1
Maryland				
Baltimore	2100	2,11,13	Bc	4
Cumberland	336	2	--	2
Hagerstown	434	6c,3c	Gc	1,2c
Massachusetts				
Fall River-New Bedford	814	13	Gc	2
Lowell-Lawrence-Haverhill	1617	6	--	1
Pittsfield-Adams	788	0	G	1
Springfield-Holyoke	1350	3	B	2
Worcester	4094	5	H	2
Michigan				
Detroit	2215	2,4,5,7	--	4
Flint	530	11	E	2
Grand Rapids	513	7,9	--	2
Jackson	225	10c	Dc	1,1c
Kalamazoo	329	3	Hc	2
Lansing	391	6	G	2
Muskegon	373	12c	F	1,1c
Port Huron	266	10c	--	1c
Minnesota				
Rochester	237	6	F	2
Winona	212	12	--	1
Mississippi				
Greenville	294	13	--	1
Hattiesburg	212	13	--	1
Laurel	200	6,10	--	2
Meridian	216	8,12	--	2
Vicksburg	294	9,11	--	2
Missouri				
Columbia	224	6	--	1
Hannibal	193	2	--	1
Jefferson City	173	8,10	--	2
St. Joseph	211	12	C	2
Sedalia	169	3,12	--	2
Nebraska				
Lincoln	236	10,12	--	2
Nevada				
Carson City	58	11	--	1
New Hampshire				
Berlin	145	9,7	--	2
Concord	412	10c	C	1,1c
Keene-Brattleboro, Vt.	508	--	E	1
Manchester	857	12	Gc	2
New Jersey				
Asbury Park	2980	--	G	1
Atlantic City	428	8c	A	2,1c
Trenton	3082	--	D,Bc	2
New York				
Binghamton	284	12,7c	--	1,1c
Buffalo-Niagara Falls	666	4,7,9	--	3
Elmira	363	4c,9c	--	2c
Ithaca	471	0	--	1
Jamestown	371	--	B,E	2
Plattsburg	181	2c	--	1c
Poughkeepsie	767	0	Dc,A	2
Rochester	453	2,6,11	--	3
Syracuse	517	5,8,10	--	3
Utica-Rome	257	3,13	--	2
North Carolina				
Durham	450	4,7	--	2
Greensboro	584	2,10	--	2
High Point	621	12c	--	1c
Raleigh	484	5,11,13	--	3
Winston-Salem	450	6,8	--	2

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

Ohio				
Akron	730	7	--	1
Canton	1380	9	C	2
Columbus	551	3,6,10	--	4
Dayton	501	5,13	--	2
Findley	577	--	H	1
Hamilton-Middletown	400	9	--	1
Lima	412	--	Ac	1
Marion	587	12	B	2
Portsmouth	377	12	D	2
Sandusky	462	--	D	1
Springfield	796	8	G	2
Toledo	453	13,11c	F	2,1c
Youngstown	714	13	F	2
Oklahoma				
Enid	121	13	C	2
Muskogee	391	13c	B	1,1c
Ponca City	166	11	A	2
Shawnee	495	--	--	1
Oregon				
Salem	349	12	A	2
Pennsylvania				
Altoona	451	4,7,9	--	3
Easton-Allentown-Bethlehem	1249	8c	F	1,1c
Erie	174	13	G	2
Harrisburg	240	10c	--	0,1c
Hazleton	202	--	Ac	1
Johnstown	512	13	Ec	2
Lancaster	394	4c	--	1c
Philadelphia	3229	3,6,10,12	--	4
Pittsburgh	2000	3,6,8,10	D	5
Reading	1393	5c	H	1,1c
Scranton-Wilkes Barre	1285	11,3c	Ec	2,1c
Williamsport	414	2,13	G	3
York	932	8c	E	1,1c
Rhode Island				
Providence	1683	11	D	2
South Carolina				
Greenville	561	10	B	2
Spartanburg	607	6c	D	1,1c
Sumter	455	5c	A	1,1c
Tennessee				
Johnson City	447	3c	A	1c,1
Texas				
Dallas	557	4,7,11,13	--	4
Ft. Worth	260	2,5,9	--	3
Houston	622	2,4,5,7	--	4
Temple	253	7c	B	1,1c
Tyler	295	5c,9c	--	2c
Wichita Falls	159	8,10	--	2
Utah				
Ogden	249	11,13	--	2
Vermont				
Rutland	217	6c	F	1,1c
Virginia				
Charlottesville	218	13c	A	1,1c
Danville	505		E,G	2
Lynchburg	282	9c,7c	--	1,1c
Washington				
Bellingham	65	3	--	1
West Virginia				
Beckley-Bluefield	483	6	F	2
Clarksburg	442	9	Gc	2
Huntington-Ashland, Ky.	426	2,5,9	--	3
Parkersburg	330	4	E	2
Wheeling	998	12	H	2
Wisconsin				
Appleton	409	5	--	1
Eau Claire	196	3	D	2
Fond du Lac	412	11c	--	1c
Green Bay	321	4	B	2
La Crosse	227	8,10	--	2
Madison	314	7,9	--	2
Milwaukee	819	3,6,8,10	--	4
Oshkosh	413	2	H	2
Racine-Kenosha	1351	13	G	2
Sheboygan	358	9c	D	1,1c
Wausau	238	6	E	2

MEMO to CARLOS FRANCO—Young & Rubicam

WCKY's local production, "The Fountain Speaks", won the Billboard 1st Honorable Mention for 1948 local program competition. "The Fountain Speaks" is available for a discriminating advertiser desiring a program close to the heart of Cincinnatians.

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

John Studebaker Quits Government

DR. JOHN W. STUDEBAKER, U. S. Commissioner of Education, resigned July 1 to become vice president and chairman of the editorial board of Scholastic Magazines. In notifying President Truman of his resignation, he said he was leaving the federal post after 14 years because "along with many other men, the time has now come when I can no longer afford to remain in the government."

Dr. Studebaker

Dr. Studebaker was radio-minded throughout his 14 years of service in the office. He was a sponsor of the joint Voice of Democracy contest and was active in the three annual National Radio Week celebrations.

Recently he has been a moving factor in the Joint Committee on Standards for School Audio Equipment, sponsored by Radio Mfrs. Assn.

Before entering the federal post he was superintendent of schools in Des Moines, having served 14 years. During the war he organized the national defense training program in engineering colleges and vocational schools as well as in rural areas. He was responsible for many advance techniques in education.

Dr. Studebaker is president and 69% owner of KSON and KWFM (FM) San Diego. His son, John Gordon Studebaker, is 19% owner of the stations and serves as executive director. They recently sold a 12½% interest to C. Frederic Rabell, general manager [BROADCASTING, June 28].

Starting in 1936, Dr. Studebaker directed development of a series of educational programs for which special funds were granted. They included *Let Freedom Ring, The World Is Yours, Americans All-Immigrants All* and *Brave New World.* He spearheaded the effort to provide 20 FM channels in the 88-92 mc band for educational stations.

RCA Sees 100,000 TV Sets In Conn. by Mid-1949

A PREDICTION that Connecticut will have 100,000 television receivers by mid-1949 was made by RCA Victor distributors following an intense sales campaign in New Haven, Hartford, Waterbury and Bridgeport, Conn.

L. K. Roth, president of Radio and Appliance Distributors Inc., RCA Victor distributors serving Southern New England, also predicted that Connecticut will eventually have the highest number of sets per capita, due to the state's proximity to a large number of video stations.

IN ATLANTA IT'S WCON

THE ATLANTA CONSTITUTION STATION

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

$336,669,000

Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.

WCON is the medium to help you get your share. Write or wire Headley-Reed Company for availabilities.

WCON

5000 WATTS • 550 KC

"Cowboy Hymns"

"Cowboy Hymns," by The Texas Rangers, is the first album of its kind! This exciting new album by Bibletone features six outstanding cowboy hymn selections.

Just one more accomplishment of The Texas Rangers, America's largest and finest group, playing and singing Western tunes! They've built a national reputation that can be put to work for your client, through their top quality transcribed tunes. It's appropriate that The Texas Rangers music is transcribed vertically for high fidelity . . . America's only vertical cut transcriptions of Western music. You'll find them ideal for either FM or AM. They are priced right for your market, and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

KANSAS CITY 6, MO.

June 25 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Sterling)

KWTO Springfield, Mo.—Granted petition for continuance of hearing scheduled for June 28 to Aug. 11 at Washington.

Summit Radio Corp. and Allen T. Simmons, Akron, Ohio—Granted joint petition for indefinite continuance of TV hearing scheduled July 12, pending termination of proceeding in Dockets 8975 and 8736.

Chanute Bcstg. Co., Chanute, Kan.—Granted petition to accept late appearance in re its application in Docket 8909.

Allegheny Bcstg. Corp., Pittsburgh—Granted petition for leave to amend TV application to show increase in authorized common stock of petitioner, to show addition of Earl F. Reed as vice president, etc.

Hanover Bcstg. Co. Inc., Hanover, Pa.—Passed over petition to dismiss application.

Pacific States Radio Engineering, Pittsburg, Calif. — Granted petition for leave to amend application to show change in application with respect to proposed use of composite trans.

United Bcstg. Corp., Pittsburgh—Granted petition for leave to amend TV application to show changes in estimated construction cost, etc.

ACTIONS OF THE FCC

JUNE 25 to JULY 1

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

Hearst Radio Inc., Milwaukee—Granted petition for leave to amend TV application to make changes in proposed ant. system to specify 30 kw N and D power in lieu of 28 kw N and D, etc.

Community Bcstg. Service, Aliquippa, Pa.—Denied petition for leave to amend its application to specify 1050 kc in lieu of 990 kc, etc. and to remove from hearing docket.

North Shore Bcstg. Co. Inc., Evanston, Ill.—Granted petition for leave to amend FM application to submit revised construction costs and make changes in ant. system.

Lake Shore Bcstg. Co. et al, Chicago—Continued to Sept. 7 at Chicago hearing presently scheduled July 6 in re FM applicants for Chicago and Evanston.

United Detroit Theatres Corp., Detroit—Granted petition for leave to amend TV application to add ammendment to articles of incorporation.

Kapital City Bcstg. Co., Milwaukee—Granted petition for leave to amend TV application to change name of applicant to Majestic Bcstg. Co., and increase total number of authorized shares of stock.

Cleveland Bcstg. Inc., Cleveland—Granted petition to intervene in hearing on application of The Massillon Bcstg. Co.

KTOW Oklahoma City—Granted petition for leave to amend application to specify 590 kc 1 kw unl. in lieu 1400 kc 250 w unl., etc.; amendment was accepted and application removed from hearing docket.

United Nations Bcstg. Corp., San Fernando, Calif.—Granted petition to accept its late appearance in re its application.

Charles Wilbur Lamar Jr., Morgan City, La.—Granted petition for continuance of hearing scheduled June 30 in re Docket 8302, and hearing was continued indefinitely.

June 25 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WFUN Huntsville, Ala.—Voluntary assignment of license from Lauren Mickle, John Garrison, Joe S. Foster Jr. d/b as Huntsville Bcstg. Co. to Huntsville Bcstg. Co. Inc.

Assignment of CP

KSTN Stockton, Calif.—Voluntary assignment of CP from A. Dwight Newton, W. H. Wood, N. John Anton and Charles F. Green, partnership d/b as San Joaquin Bcstg. Co. to Dr. Harry Morgan, Knox LaRue, N. John Anton and A. Dwight Newton, partnership d/b as San Joaquin Bcstg. Co.

AM—1320 kc

L. C. Harrison tr/as Lawrence Bcstg. Co., Lawrence, Kan.—CP new standard station 1320 kc 500 w D.

Transfer of Control

WMOA Marietta, Ohio — Voluntary transfer of control of licensee corporation from Howard L. Chernoff, Melva Chernoff and Mildred Chernoff to William G. Wells.

AM—1240 kc

Vinita Bcstg. Co., Vinita, Okla.—CP new standard station 1240 kc 250 w unl.

AM—1340 kc

James Madison Bcstg. Corp., Orange, Va.—CP new standard station 1340 kc 250 w unl.

Modification of CP

KERN-FM Bakersfield, Calif. — Mod. CP new FM station to change ERP from 5.2 kw to 9.88 kw, increase ant. height above average terrain to 242 ft.

FM—104.1 mc

Mohawk Bcstg. Co., Mason City, Iowa—CP new FM station (Class B) on Channel 281, 104.1 mc, ERP 1.15 kw and ant. height above average terrain 314 ft.

Modification of CP

WGTR Boston—Mod. CP new FM station for extension of completion date.

WHAI-FM Greenfield, Mass.—Same.

WMBH-FM Joplin, Mo.—Mod. CP new FM station to decrease ERP from 140 kw to 73.8 kw.

License for CP

WPAY-FM Portsmouth, Ohio—License to cover CP new FM station.

Modification of CP

WKJF Pittsburgh—Mod. CP new FM station for extension of completion date.

License for CP

KPRC-FM Houston, Tex.—License to cover CP new FM station.

TV—186-192 mc

Gifford Phillips, Denver, Col.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 27.9 kw, aur. 13.9 kw unl.

TV—76-82 mc

WPTF Radio Co., Raleigh, N. C.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 16.6 kw aur. 8.3 kw unl.

TENDERED FOR FILING

TV—186-192 mc

Central Pa. Corp., Altoona, Pa.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 3.11 kw aur. 1.55 kw.

TV—210-216 mc

Central Pa. Corp., Williamsport, Pa.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 3.64 kw, aur. 1.82 kw.

Assignment of CP

KDAC Fort Bragg, Calif.—Consent to assignment of CP to Tony R. Amarante, John A. Brush and Edward Mertz partnership d/b as Mendocino Coast Bcstg. Co.

Assignment of License

WBUD Morrisville, Pa.—Consent to assignment of license to Morrisville Bcstg. Co.

June 28 Decisions . . .

BY THE COMMISSION

Adopted order to abolish granting special temporary authorizations in connection with standard station operations effective Aug. 16. (See story this issue.)

June 28 Applications . . .

ACCEPTED FOR FILING

License for CP

WABB Mobile, Ala.—License to cover CP new standard station.

Modification of CP

KCKY Coolidge, Ariz.—Mod. CP new standard station for extension of completion date.

KFSD San Diego, Calif.—Mod. CP increase power etc. for extension of completion date.

Assignment of License

WTOP Washington, D. C.—Voluntary assignment of license from Columbia Bcstg. System Inc. to WTOP Inc.

Transfer of Control

WMIX Mt. Vernon, Ill.—Voluntary transfer of control of licensee corporation from L. F. Tomlinson to Eleanor R. Mitchell.

License for CP

KXIC Iowa City, Iowa—License to cover CP new standard station.

AM—1260 kc

KWHK Hutchinson, Kan.—CP change frequency from 1190 to 1260 kc, change power and hours from 1 kw-D to 1 kw DN and install DA-N.

Modification of CP

KTBS Shreveport, La.—Mod. CP change frequency, increase power, etc. for extension of completion date.

License for CP

WRMS Ware, Mass.—License to cover CP new standard station.

Assignment of License

WKOZ Kosciusko, Miss.—Voluntary assignment of license from James W. Arendale Sr. and Cy N. Bahakel, partnership d/b as Kosciusko Bcstg. Co. to Cy N. Bahakel.

Modification of CP

WONO Oneonta, N. Y.—Mod. CP new standard station to change frequency from 1110 to 900 kc, change trans. and studio location from Oneonta to Saratoga Springs, N. Y., and change name of permittee from John Nazak and Joanne May Levko, partnership d/b as Oneonta Bcstg. Co. to Saratoga Bcstg. Co., partnership composed of John Nazak and Joanne May Levko.

License for CP

WNNC Newton, N. C.—License to cover CP new standard station.

Modification of CP

WGTM Wilson, N. C.—Mod. CP change frequency increase power etc. for extension of completion date.

AM—1420 kc

Chester County Bcstg. Co., Coatesville, Pa.—CP new standard station 1420 kc 1 kw DA-N unl.

Assignment of License

WNAR Norristown, Pa.—Voluntary assignment of license from Rahall Bcstg. Co. Inc. to Norristown Bcstg. Co. Inc.

License for CP

WNOW York, Pa.—License to cover

(Continued on page 70)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements — at any time
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CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
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26 Years' Experience in Radio Engineering
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JUSTIN 8-6108

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Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Wash., D. C., 3459 24th St., S. E.
AXminster 3882
Birmingham, Ala., P. O. Box 2468
6-2924

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Longacre 3-6029 American Bk. Bldg.
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DIXIE ENGINEERING CO.
Columbia 1, S. C.; Ph. 2-2742

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Designed especially for your station, incorporating the recommendations of your consulting engineers, JOHNSON phasing equipment offers:

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4. **Automatic switching from directional to non-directional operation**

E. F. JOHNSON CO.
WASECA, MINNESOTA

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

FCC Actions

(Continued from page 68)

Applications Cont.:

CP new standard station.

WXRF Guayama, P. R.—Same.

KWKC Abilene, Tex.—Same.

Modification of CP

KMAC San Antonio, Tex.—Mod. CP change frequency, increase power, etc. for extension of completion date.

Modification of License

WBEL Beloit, Wisc.—Mod. license to increase power from 500 w to 1 kw.

License for CP

KVRS Rock Springs, Wyo.—License to cover CP change frequency, increase power, etc.

Modification of CP

WABB-FM Mobile, Ala.—Mod. CP new FM station, to change frequency from 107.9 mc to 102.1 mc.

KFMV Los Angeles—Mod. CP new FM station to specify studio location, increase ERP from 44 kw to 57.9 kw, decrease antenna height above average terrain to 2,835 ft.

KJBS-FM San Francisco—Mod. CP new FM station for extension of completion date.

WOL-FM Washington, D. C.—Same.

Assignment of CP

WTOP-FM Washington, D. C.—Voluntary assignment of CP to WTOP Inc.

Modification of CP

WSB-FM Atlanta, Ga.—Mod. CP new FM station to change ERP from 50 kw to 50.1 kw, ant. height above average terrain from 520 feet to 492 ft.

WBAB-FM Atlantic City, N. J.—Mod. CP new FM station to change ERP from 13 kw to 14.355 kw, increase ant. height above average terrain to 339 ft., increase overall height above ground to 398 ft. and make changes in ant. system.

KPOJ-FM Portland, Ore.—Mod. CP new FM station to change name from KALE Inc. to KPOJ Inc.

WEST-FM Bethlehem, Pa.—Mod. CP new FM station for extension of completion date.

FM—106.5 mc

Bloom Radio Inc., Bloomsburg, Pa.—CP new FM station on Channel 293 106.5 mc ERP 14.6 kw and ant. height above average terrain 217 ft. AMENDED to change ERP to 20.2 kw.

Assignment of CP

WNAR-FM Norristown, Pa.—Voluntary assignment of CP from Rahall Bcstg. Co. to Norristown Bcstg. Co. Inc.

WMIL Milwaukee—Voluntary assignment of CP from Myles H. Johns to Majestic Bcstg. Co.

APPLICATION DISMISSED

FM—Unassigned

Liberty Bcstg. Inc., Grand Rapids, Mich.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 254.1 kw. DISMISSED June 23.

TENDERED FOR FILING

FM—100.7 mc

KVVC The Voice of Ventura County, Ventura, Calif.—CP new FM station on 100.7 mc, Channel 264, ERP 12.59 kw.

TV—210-216 mc

WRAK Inc., Williamsport, Pa.—CP new commercial television station on Channel 13, 210-216 mc, ERP Vis. 3.13 kw, Aur. 1.57 kw.

Assignment of License

KCMJ Palm Springs, Calif.—Consent to assignment of license to Palm Springs Bcstg. Co.

AM—1450 kc

Mother Lode Bcstg. Co., Sonora, Calif. CP new standard station 1450 kc 250 w uni.

Assignment of License

Intermountain Bcstg. Co., Artesia, N. M.—Consent to assignment of license to Artesia Bcstg. Co.

June 29 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

The Commission announced memorandum opinion and order denying petition of Gibson Bcstg. and Mrs. W. J. Virgin for reconsideration or rehearing directed against Commission's decision of Oct. 10, 1947, denying petitioners' application for assignment of license and transfer of ownership of KMED Medford, Ore., and of CP for FM station at Medford, and granting competing application of Medford Radio Corp. Commissioner Jones issued dissenting opinion.

AM—1540 kc

Announced proposed decision looking towards following:

(1) To accept for filing and to grant petition of Bayou Bcstg. Co. Inc. to amend application to specify 50 kw-D 10 kw-N DA-N on 1540 kc at Baton Rouge.

(2) To grant request of Josh Higgins Bcstg. Co., Waterloo, Iowa, to dismiss without prejudice petition seeking continuation of exclusive nighttime assignment on 1540 kc for KXEL Waterloo.

(3) To grant application of Louisiana Bcstg. Co. for new station at New Orleans, on 1540 kc 50 kw-D 25 kw-N DA-DN; cond.

(4) To deny conflicting application of Bayou Bcstg. Co. Inc. for new station at Baton Rouge, La., on 1540 kc 50 kw-D 10 kw-N DA-N and The Galveston Bcstg. Co. to change power of KGBC Galveston, Tex., from 1 kw-D to 1 kw-D 250 w-N, DA-N, on 1540 kc.

(Commissioners Hyde and Jones dissented and voted for grant of applications of Bayou Bcstg. Co. Inc. and The Galveston Bcstg. Co. rather than grant of Louisiana Bcstg. Co.)

AM—800 kc

Adopted order directing Commissioner Durr to issue initial decision in matter of Independent Bcstg. Co. Inc., Knoxville, Tenn. Commissioner Durr's initial decision looks towards denial of application of Independent Bcstg. Co. Inc. for license to cover CP (which was authorized Oct. 10, 1946), to operate WIBK on 800 kc 1 kw-D and denial of CP for FM station at Knoxville. In order that Independent may be afforded time to cease operation and wind up affairs of WIBK (which has been operating on program tests since July 11, 1947), Commissioner Durr recommends it be granted authority to continue temporary operation for period of not more than 90 days.

BY THE COMMISSION

Assignment of License

WGNI Wilmington, N. C.—Granted consent to assignment of license for WGNI to New Hanover Bcstg. Co. for total consideration of $55,000.

Extension of License

WFMN Alpine, N. J.—Granted extension of license for FM station on temporary basis to Sept. 1.

WNYC-FM New York—Granted extension of license for FM station on temporary basis to Sept. 1.

WGTR - FM, WMNE - FM Boston — Granted extensions of licenses for FM stations on temporary basis to Sept. 1.

BY THE SECRETARY

The Daily Report Co., Area Ontario, Calif.—Granted CP remote pickup station.

WJMJ Philadelphia—Granted mod. SSA to change type trans.

KLTI Longview, Tex.—Granted mod. CP to change studio location of FM station.

WEEI-FM Boston—Granted mod. CP for extension of completion date to 8-14-48.

WBTC Bridgeport, Conn.—Granted mod. CP to specify trans. site, trans. and to specify ant. system.

The Voice of the Orange Empire Ltd., Area Santa Ana, Calif.—Gra CP new portable-mobile remote pi station.

WPIX New York—Granted mod. for extension of completion date 1-8-49.

WJZ-TV New York—Granted CP to extend completion date 8-31-48.

WEXL Royal Oak, Mich.—Gra license install new vertical ant. mount FM ant. on AM tower.

WBUD Morrisville, Pa.—Granted cense changes in trans.

WDMJ Marquette, Mich.—Gra license install new vertical ant. change in trans. location.

WAPF McComb, Miss.—Granted cense covering new station 1010 kc w-D.

WOOF Dothan, Ala.—Granted lic for new station 560 kc 1 kw-D an specify studio location.

WBEC Pittsfield, Mass.—Granted cense for mounting FM ant. on tower.

KTLN Denver—Granted license station 990 kc 1 kw-D.

KXIT Dalhart, Tex.—Granted lic for new station 1410 kc 500 w-D.

The Yankee Network Inc., Area ton.—Granted CP and license to co for new exp. television relay sta

WSRS Cleveland Heights, Oh Granted CP make changes in ver ant.

WGAL-FM Lancaster, Pa.—Gra mod. CP to change trans.

KIHD Ardmore, Okla.—Granted CP to change equipment and cha power from 25 to 10 w.

Carter Publications Inc., Area Worth, Tex.—Granted CP new television relay station.

Following were authorized extens of completion dates as indicat WJBC Bloomington, Ill., to 2-1 WKMH Dearborn, Mich., to 11-1 WRRN Warren, Ohio, to 12-28 WCLC Clarksville, Tenn., to 12-15 WABB-FM Mobile, Ala., to 7-1 WBIB New Haven, to 9-30-48; WD Spartanburg, S. C., to 1-12-49; WH FM Sheboygan, Wis., to 8-15-48; KG FM Amarillo, Tex., to 10-1-48; WA FM Charlotte, N. C., to 9-20-48; W Chicago, to 10-1-48; KCMC-FM Tex kana, Tex., to 12-15-48; WSM-FM N ville, to 9-30-48; WSOC-FM Charlo N. C., to 7-15-48; KSTP-FM St. P to 12-2-48; KCLI Los Angeles, to 9- 48; WBZ-TV Boston, to 8-23-48; W Area Arlington, Va. to 10-18-48; W Bloomington, Ind., to 11-15-48; WT TV Minneapolis, to 11-30-48; WA Newark, N. J., to 1-9-49; KFI-TV Angeles to 1-1-49; WNLO area N York, for period of 6 mos.

KRVM Eugene, Ore.—Granted lic new noncommercial educational station.

KRNT Des Moines—Granted lic install new trans.

KNGS, Hanford Publishing Co., H ford, Calif.—Granted license for n station 620 kc 1 kw DA-N uni.

WQXI, Robert W. Rounsaville, Bu head, Ga.—Granted license for new tion 790 kc 1 kw-D, and to specify dio location.

KRAM, Boulder City Bcstg. Co., Vegas, Nevada.—Granted license new station 920 kc 1 kw-D.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522

Gates Radio Company Quincy Illinois

WKRG Giddens & Rester, Mobile, Ala.—Granted license to cover CP change power, hours, etc.

White Rose Bcstg. Co., York, Pa.—Granted CP new ST link station.

James A. Hardman, North Adams, Mass.—Same.

Badger Bcstg. Co., Town of Fitchburg, Wis.—Same.

Pass Bcstg. Co., Area Banning, Calif. Granted CP new remote pickup station.

Gastonia Bcstg. Service Inc., Area Gastonia, N. C.—Same.

KFBK, McClatchy Bcstg. Co., Sacramento, Calif.—Granted mod. CP to change type trans. Cond.

WDLF, DeLand Bcstg. Co., DeLand, Fla.—Granted mod. CP to change type trans., for approval of ant., trans. and studio locations.

WEPM Martinsburg, W. Va.—Granted mod. license to change main studio location.

Following were granted mod. CPs for extension of completion dates as shown: KPAN Hereford, Tex., to 8-30-48; WPIT-FM Pittsburgh, to 12-25-48 (Cond.); WLEE-FM Richmond, to 9-16-48 (Cond.); KGBX-FM Springfield, Mo., to 1-22-49 (Cond.); WUSE Philadelphia, to 12-10-48 (Cond.); WSAU Wausau, Wis., to 9-1-48; WJPA Washington, Pa., to 1-26-49.

WIUC Urbana, Ill.—Granted license covering changes in non-commercial educational station.

WBIS Bristol, Conn.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and to specify studio location.

Following were authorized extension of completion dates as indicated: WDSW Shreveport, La., to 10-20-48 (Cond.); WHHM-FM Memphis, to 11-13-48 (Cond.); WMFA Memphis, to 11-23-48 (Cond.); WQQW-FM Washington, D. C., to 9-15-48 (Cond.).

WMRN-FM Marion, O.—Granted mod. CP for extension of completion date to 8-15-48 (Cond.).

June 30 Decisions . . .

DOCKET CASE ACTION

License Renewal

Announced adoption of decision granting petition of Port Huron Bcstg. Co., Port Huron, Mich., for reconsideration of Commission action designating for hearing application for renewal of license of WHLS and granting same. This finalized, with certain changes, proposed decision of Jan. 20. (Commissioners Hyde, Sterling and Jones concurred separately; Commissioners Walker and Webster not participating).

June 30 Applications . . .

ACCEPTED FOR FILING

AM—1540 kc

The McPherson Bcstg. Co. Inc., McPherson, Kan.—CP new standard station 650 kc 250 w D. AMENDED to change frequency to 1540 kc.

License Renewal

WTOM Bloomington, Ind.—License renewal AM station.

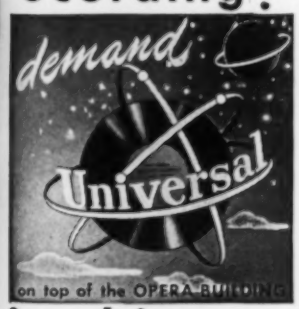
License for CP

KJBS-FM San Francisco—License to cover CP new FM station.

Transfer of Control

WMIX-FM Mt. Vernon, Ill.—Voluntary transfer of control of licensee corporation from L. F. Tomlinson to Mrs. Eleanor R. Mitchell—212 sh. common 28.27%.

Recording?



in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

WBIG Commended

LARGEST Negro paper in South, *Journal and Guide*, carried feature article June 26 commending WBIG Greensboro, N. C., on work done to help Negroes. Regular sustaining programs from Negro schools were pointed out, and also help given three students at A and T College (Negro) through work on WBIG truck farm.

Modification of CP

WNAV-FM Annapolis, Md.—Mod. CP new FM station for extension of completion date.

WPOE Elizabeth, N. J.—Same.

WBCA Schenectady, N. Y.—Same.

WCOL-FM Columbus, Ohio—Same.

WIMA-FM Lima, Ohio—Same.

WCED-FM DuBois, Pa.—Same.

WCAU-FM Philadelphia — Mod. CP changes in FM station to change ERP from 10 kw to 11 kw, decrease ant. height above average terrain to 627 ft.

WDOD-FM Chattanooga, Tenn.—Mod. CP new FM station for extension of completion date.

WAPO-FM Chattanooga, Tenn.—Same.

TV—66-72 mc

Tampa Times Co., Riverside, Calif.—CP new commercial television station Channel 5, 76-82 mc, ERP vis. 26.8 kw, aur. 13.4 kw unl. AMENDED to change frequency to Channel 4, 66-72 mc, change ERP to vis. 22.5 kw, aur. 11.25 kw.

TV—180-186 mc

Press-Union Pub. Co., Atlantic City, N. J.—CP new commercial television station Channel 8, 180-186 mc, ERP vis. 1.0 kw, aur. 0.5 kw unl.

TV—186-192 mc

Corning Leader Inc., Corning, N. Y.—CP new commercial television station Channel 9, 186-192 mc, ERP vis. 0.65 kw, aur. 0.66 kw unl.

Modification of CP

WBT-TV Charlotte, N. C.—Mod. CP new commercial television station to change ERP from vis. 15.2 kw, aur. 8.0 kw to vis. 16.3 kw, aur. 8.62 kw.

TV—186-192 mc

Twentieth Century-Fox of Missouri Inc., Kansas City, Mo.—CP new commercial television station Channel 9, 186-192 mc, ERP vis. 27.5 kw, aur. 13.7 kw.

TV—210-216 mc

Meadville Bcstg. Services Inc., Meadville, Pa.—CP new commercial television station Channel 13, 210-216 mc, ERP vis. 2.5 kw, aur. 1.23 kw.

TV—174-180 mc

Salt Lake City Bcstg. Co. Inc., Salt Lake City—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 50 kw, aur. 25.4 kw.

Modification of CP

KGEW Oroville, Calif.—Mod. CP new standard station for extension of completion date.

AM—1450 kc

Mother Lode Bcstg. Co., Sonora, Calif.—CP new standard station 1450 kc 250 w unl.

AM—970 kc

DeKalb Bcstg. Co., Decatur, Ga.—CP new standard station 1590 kc 1 kw-N 5 kw-D DA-N unl. AMENDED to change frequency to 970 kc, power to 1 kw D with non-DA, hours to D.

Modification of CP

KVNC Carson City, Nev.—Mod. CP new standard station for extension of completion date.

Modification of License

KPOJ Portland, Ore.—Mod. license to change name of licensee corporation from KALE Inc. to KPOJ Inc.

Modification of CP

KCRA-FM Sacramento, Calif.—Mod. CP new FM station for extension of completion date.

WJPF-FM Herrin, Ill.—Same.

WQDI Quincy, Ill.—Same.

WNAO-FM Raleigh, N. C.—Same.

License for CP

WMOH-FM Hamilton, Ohio—License to cover CP new FM station.

FM—102.1 mc

WFIL-FM Philadelphia, Pa. — CP change ERP to 10 kw, change ant. height above average terrain to 651 ft. and make changes in ant. system.

Modification of CP

KISS San Antonio, Tex.—Mod. CP new FM station for extension of completion date.

WAJL Mogantown, W. Va.—Same.

WTTG Washington, D. C.—Mod. CP new commercial television station to change ERP from vis. 17.9 kw, aur. 10.8 kw to vis. 17.5 kw, aur. 10.5 kw.

WMAR-TV Baltimore, Md.—Mod. CP new commercial television station for extension of completion date.

TV—174-180 mc

Mid-South Television Bcstg. Co., Jackson, Miss.—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 20.6 kw, aur. 14.7 kw unl. AMENDED to change ERP to vis. 20.2 kw, aur. 14.4 kw.

TENDERED FOR FILING

FM—97.7 mc

Conway Bcstg. Co., Conway, Ark.—CP new FM station 97.7 mc, Channel 249. (Class A station).

FM—98.9 mc

Radio Wisconsin Inc., Madison, Wis.—CP new FM station 98.9 mc, Channel 255, and 51.6 kw.

TV—180-186 mc

Southwestern Pub. Co., Little Rock, Ark.—CP new commercial television station Channel 8, 180-186 mc, ERP vis. 2.47 kw, aur. 1.27 kw.

TV—54-60 mc

Edward Lasker, Denver, Col.—CP new commercial television station Channel 2, 54-60 mc, ERP vis. 15 kw, aur. 7.5 kw.

TV—66-72 mc

Okkan Television Chain Inc., Wichita, Kan.—CP new commercial television station Channel 4, 66-72 mc, ERP vis. 15.1 kw, aur. 7.78 kw.

TV—186-192 mc

Elmira Star-Gazette Inc. Elmira, N. Y. CP new commercial television station Channel 9, 186-192 mc, ERP vis. 2.9 kw, aur. 1.45 kw.

TV—180-186 mc

Southwestern Sales Corp., Tulsa, Okla.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 31 kw, aur. 15.3 kw.

TV—174-180 mc

Edward Lasker, Salt Lake City—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 30.0 kw, aur. 15.0 kw.

Modification of License

WAMS Wilmington, Del.—Mod. license increase authorized D operating hours on 1380 kc.

Assignment of License

WMTW Portland, Me.—Consent to assignment of license to Radio Enterprise Inc.

WAAB Worcester, Mass.—Same.

AM—1320 kc

W. L. Moseley and R. E. Moseley, d/b as Moseley Bros., Picayune, Miss.—CP new standard station 1320 kc 250 w D.

Modification of License

WWST Wooster, Ohio—Mod. license to increase power from 500 w D to 1 kw D (960 kc).

AM—1220 kc

M. L. Few and E. G. Robinson Jr. d/b as Palmetto Bcstg. Co., Kingstree, S. C.—CP new standard station 1220 kc 1 kw D.

AM—1050 kc

Malcolm C. Hill, J. K. Keisling, C. Ray Ward, Bailey Bockman and Leon B. Tubb d/b as Sparta Bcstg. Co., Sparta, Tenn.—CP new standard station 1050 kc 1 kw D.

APPLICATION RETURNED

Transfer of Control

KVMV Twin Falls, Iowa—Voluntary transfer of control of licensee corporation from Charles S. Crabtree to Franklin V. Cox. RETURNED June 18.

(Continued on page 81)

Test CITY AND FARM MARKETS with

kglo

Serving a rich market — almost equally divided between rural and urban listeners. Ideal for testing, use these foremost stations to get real sales push.

kglo
1300 KC 5000 Watts
CBS Affiliate
Covers 29 counties in Iowa and Minnesota . . . rich agricultural region.

KGLO-FM
101.1 MC Channel 266
ERP 16,000 Watts
FM studio and personnel completely separate from AM.

Represented by WEED & COMPANY

Lee STATIONS

from Tele-Tips WLWT

COLEMAN BROS.

Because this famous foursome of song needs to be seen (as well as heard) to be fully appreciated, television is their dish . . . and they're dishing up a top audience that is ready and waiting for the word from some alert advertiser.

WLWT CINCINNATI
Crosley Broadcasting Corporation

Promotion

BROADWAY pedestrians heard an outdoor radio concert of Irving Berlin hit tunes on June 30, for free, when score of comely New York models paraded carrying portable radios tuned to Ted Husing's "Bandstand" program on WHN New York. "Bandstand" saluted Mr. Berlin and his music which is featured in "Easter Parade," movie opening same day at Loew's State Theater.

Up in the Air

STATION which is something to get up in the air about is WMCA New York, according to Irving L. Straus, a director of WMCA, which is owned by his father, Nathan Straus. Fortnight ago the younger Mr. Straus took off from Westchester County airport in biplane towing trailer sign which said, in four-foot-high letters, "I'm Tuned to WMCA 570—Are You?" During the war he piloted a carrier fighter plane as a Navy lieutenant. Mr. Straus plans to continue flights each weekend over beaches, ball parks, and other densely populated recreational spots in New York, Connecticut and New Jersey. And is there a radio in WMCA plane? Natch.

Fight Tickets

CHOICE TICKETS, with section, row and seat labeled "Your Favorite Armchair" went to local listeners from WENR Chicago for ABC's exclusive broadcast of the Louis-Walcott fight June 25. Radio ringside ducats, patterned after the real thing, included a 15-round score space and a spot for predictions.

Letters in Hungarian

PROMOTION letters to agencies and advertisers from Budapest, addressed in Hungarian, were mailed recently by WQXR New York to promote its new feature "Gypsy Serenade." Series began May 31 on WQXR, Mon., Wed. and Fri., 9:45-10 p.m.

Joint Record Plan

RADIO-jukebox promotion plan has been worked out between Joel Stovall, promotion manager of WKRC Cincinnati, and Automatic Phonograph Owners Assn., that city. "Top number of the month" is picked by Assn. and put in first place on jukeboxes. Selection card is different color from rest and advises, "Hear this on WKRC also." Station plugs number on record shows and tells audience to hear it on neighborhood jukeboxes. Three-color display sheets, furnished by WKRC, and placed in jukebox locations, also promotes the number by telling people to hear it on the record machine and WKRC.

RCA Television

REPRINT of full page ad run in special television section of "New York Times" June 13 is being distributed by RCA. Page is headed, "RCA Achievements Bring Television to the American Home," and shows with pictures and text, many RCA contributions to the research and development of television.

KLZ Facts

BASIC information on KLZ Denver is being distributed by station in four color folder. Included in the information are facts on station facilities and services, audience and market data and daytime and nighttime BMB maps.

WCSI Announces Sports

TO ANNOUNCE its big sports campaign for coming season, WCSI(FM) Columbus, Ind., has ordered several hundred 11 by 14 showcards, to be placed in department store windows in southern Indiana, announcing all sports activities to be broadcast by station. Small placards, showing station's sports coverage, also have been ordered to be placed on all FM sets now on display in dealer show windows.

'KSTP's Mad Maestro'

"MAD MAESTRO" is title given to Robert Beaulieu, musical director and organist at KSTP St. Paul-Minneapolis, in station's latest mailing piece. Two photographs of Mr. Beaulieu are presented in folder, accompanied by sketch on his life's activities written in humorous vein. One picture shows Mr. Beaulieu in serious pose seated at piano. Other photo is of "Mad Maestro" as "he tousels his mop of lush red hair, dusts off his props and gets ready to send the audience into hysterics."

Norito Welcomes

"WELCOME ADVERTISING MEN" is heading of letter being sent to station managers, radio representatives and newspapers by Norito Co., Chicago. Letter states that this heading is welcome mat in Norito office, which has always welcomed advertising men, but wants to remind them again of its "open door" policy. Signed by Dick Spiegel, Norito president, letter recalls past few years when shortages have affected advertising media. "But those days are past," letter continues, "and it seems we are all back fighting for business . . . Remember, I'm always ready to listen to you and don't forget . . . you're always welcome at Norito."

Apron Contest

HOMEMADE APRONS were subject of contest recently conducted over WHBC Canton, Ohio, by Carol Adams, women's director. Miss Adams offered $10 first prize and $5 second and third prizes for three best aprons submitted. All aprons entered in competition were turned over to Stark County Chapter of American Cancer Society. Aprons are being sold by Society and proceeds will go into local chapter fund.

WMAQ Mail Pull

PROMOTIONAL PHOTOGRAPH regarding "Howdy, Mr. Lincoln" program has been distributed to trade by WMAQ Chicago, to emphasize mail pulling power of its program. Photo shows Norman Barry, who conducts "Lincoln" program, and George Turner, guard in Lincoln Room of Chicago Historical Society, examining stack of mail. Note attached to picture explains that 1500 cards and letters were received by Mr. Turner following brief remark by Mr. Barry on his show that the guard was ill in local hospital. Note concludes with statement that show has some available spots open and urges advertisers to contact station or NBC Spot Sales office.

Promotion Personnel

MARION WOOD, formerly with Bob Sconce Agency, Tacoma, has joined KOMO Seattle, in publicity department.

JOHN HISER, member of WTAG Worcester Radio Club, has joined WTAG publicity-promotion department.

RENEE MEYERS, of WCCO Minneapolis promotion department, and Leslie Walstrom have announced their marriage.

SALLIE NISSEN, of KELO Sioux Falls, S. D., continuity department, has been appointed director of sales promo and publicity.

ALMA L. CLARK, assistant to presi and general manager of Intermoun Network Inc., Lake City, has b named head merchandising, p motion and pub ity activities of network. Mrs. C has just compl visits to netwo twenty affili where she set promotional fa ties to aid in a icing Intermo tain Network ad tisers.

Mrs. Clark

AL ANSCOME, rector of public relations for WK Buffalo, and Beth Ireland have nounced their marriage.

NAMM Head Says Vid Enhances Music Inter

TELEVISION encourages popu interest in music by "again m ing the home the center of fam entertainment," Hugh W. Rand president of the National As of Music Merchants, told more t 8,000 music dealers at the fi session of the four-day associat convention in Chicago June 17.

"We know the enthusiasm radio has increased the use musical instruments in the ho and it is the feeling of the mu industry that television will crease this demand by adding si to the sound of radio. Piano so are considered one of the m popular among televised p grams," Mr. Randall said.

WOR PROMOTION
Large Booklet Presents Activities

WOR New York promotion depa ment has prepared 17 by 20 i presentation booklet telling st of WOR station and sponsor p motion.

Booklet covers activities of station in newspapers, busin papers, movie tie-ins, letters, b letins, by direct mail and throu the use of outdoor advertising. S tion, of course, promotes spons and shows on the air. Text and p tures are both used to present station's promotional activities.

"It's all yours" is title of three color, spiral bound piece.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by London

YOU'RE GONNA GET MY LETTER IN THE MORNING

On Transcriptions: World—Charlie Spivak; NBC THESAURUS—Slim Bryant.

On Records: Mary Osborne—Dec. 24308; Adrian Rollini — Bullet 1023; Guy Lombardo — Dec. 24443; Wayne Gregg—Coast 8061.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

RCA-5592, *used in 50-kw FM transmitters*

RCA-5671, *with thoriated filament, used in 50-kw AM transmitters*

RCA-8D21, *used in 5-kw television transmitters*

RCA covers the field

RCA has the most complete and up-to-date line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM, and TV broadcasting . . . tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality, performance, and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes.

For your convenience, RCA tubes are now available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section GP 36, Harrison, N.J.

The world's most modern tube plant...

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS 1280 kc **WDSU** ABC Affiliate 5000 Watts

JOHN BLAIR AND COMPANY
Representative

Allied Arts

ROYCE BARCLAY, formerly with Institute of Product Research, Los Angeles, and **KATHLEEN B. ANSPACK**, of International Surveys, same city, have formed Research Unlimited Agency, located at 5760 Wilshire Blvd., Los Angeles.

JIM BISHOP, head of Bishop & Assoc., Los Angeles public relations firm, has been named president of Greater Los Angeles Chapter of National Safety Council.

WILLIAM E. MACKE has been appointed advertising manager of Zenith Radio Corp., Chicago.

JAMES F. WHITE, member Chicago sales office of Andrew Corp. (transmission line and antenna equipment) for the past two years, has been appointed manager of company's new Eastern sales office recently opened in New York. **PAUL F. WALKER**, Chicago sales representative, also has been assigned to New York office. Location of new office is 421 7th Ave., New York.

Mr. White

WORLD VIDEO Inc., New York (television package producer) has announced it will prepare series titled "Field and Stream of the Air" in cooperation with "Field and Stream" magazine. Films of International Fishing Contest to be held this summer in Paris will be included. Series will be available for local and national sponsorship.

NATIONAL SOCIETY for prevention of Blindness Inc., New York, have appointed Roy De Groot Consultants Inc., same city, as public relations counsel. Campaigns of Society include radio and television.

ART RUSH, head of artist relations for RCA-Victor on West Coast, has resigned to devote full time to his artist management and packaging operations. **WALTER HEEBNER**, recording director, assumes artist relations duties.

KEN FROGLEY has resigned as American Airlines regional public relations director to join Steve Hannagan Publicity Agency, Hollywod.

Dr. ALEXANDER ELLETT, director of engineering research of Zenith Radio Corp., has received President's Medal for Merit for his work on proximity fuse for bombs and shells during World War II.

MONOGRAM RADIO PROGRAMS Inc., has appointed Ralph S. McFeely as representative for state of Ohio, Detroit, and Pittsburgh.

JEROME D. BRYANT, formerly with Badger, Browning & Hersey, New York, has joined O'Brien & Dorrance, promotion specialists, as copywriter.

HARRY S. GOODMAN radio productions has appointed **CAL PERLEY** and **ERIC PAPER** as representatives in New York and New England, respectively.

TELEVISION FASHIONS ON PARADE Inc., New York, producers and owners of series "Television Fashions On Parade", has changed name to Television On Parade Inc. **LEON ROTH** is president of the firm.

Equipment

INDUSTRIAL TELEVISION Inc., New York, has announced eventual production of a 20-inch "Teleceiver." ITI described set as combining all of exclusive features of earlier models with several new improvements.

ALTEC SERVICE Corp. and its manufacturing subsidiary, Altec Lansing Corp., have moved offices from 250 W. 57th St. to 161 Sixth Ave., New York. Telephone: Algonquin 5-3636. New York district of Altec Service Corp. remains at 250 W. 57th St.

JAMES R. DUNLOP Photographic Studio, Washington, has moved to 932 D St., N.W., and has enlarged its facilities. Services now offered include television slides, background sets and props made to specification and supplying of models.

CONCORD RADIO Corp., Chicago, has appointed O'Neil, Larson and McMahon, Chicago, to handle its advertising.

On The Nose

IN ABC's rating contest based on picking the Hooperating of the June 25 Louis-Walcott fight, the first five winners called the Hooper right on the nose (59.3). They were: Douglas S. Parker, Ward Wheelock Co., Philadelphia; Charles T. Lynch, WGFG Kalamazoo, Mich.; Harold M. Schmeck, BBDO New York; D. R. Parman, Ted Bates Inc., and Margaret Graham, ABC assistant contract supervisor in the New York sales service department. All were awarded Gruen Curvex wristwatches.

MARYLAND RADIO MEN FIGHT PROPOSED LAW

STATEWIDE committee to fight proposed Maryland restrictions on reporting of crime news by radio stations and publications was formed last week by the Maryland State, Prince Georges and Montgomery County Press Associations.

A formal resolution of protest will be drawn up by a committee of which Joseph L. Brechner, general manager of WGAY Silver Spring, Md., is a member. The restrictions are contained in a preliminary draft of criminal procedure rules as drawn up by a committee of the Maryland Court of Appeals [BROADCASTING, June 28].

The broadcast and publication groups fighting the proposed rules contend the restrictions violate rights of free speech, free press and rights of defendants. A protest was sent to convention of the Maryland Bar Assn.

Florida FM Relay

THE FLORIDA Assn. of Broadcasters, meeting in Orlando June 19-20, witnessed the first FM radio relay network operated in the state. Stations involved in the 100-mile relay path were WHOO-FM Orlando and WNDB-FM Daytona. Radio Engineering Laboratory FM relay receiving equipment was used.

Fight Hooperatin Hits Highest Pe

THE HIGHEST Hooperating e recorded for either radio or t vision was scored by Joe Lo with the inconsiderable assista of Jersey Joe Walcott, in the N television broadcast of the ch pion's last fight, it was announ last week.

C. E. Hooper Inc. in a spe survey of the New York televis audience the night of the fi June 25, turned up a rating of 8 or 7.7 higher than the previ record, a 79 earned by the l President Roosevelt in his w message broadcast Dec. 9, 1941, all major networks and most in pendent radio stations.

The Messrs. Louis and Walc also scored heavily in their ra audience June 25. The fight bro cast carried by ABC got a 5 Hooperating. Mr. Louis, an hand at battering records as w as opponents, set the highest Ho erating for a commercial ra broadcast June 27, 1946, when knocked out Billy Conn. That nig his Hooperating was 67.8.

The latest Louis performance television set other records in a dition to his 86.6 rating, which cording to C. E. Hooper Inc. mea that 86.6% of New York televisi homes were looking, 86.9% of t New York television sets were use, highest figure ever record for radio or television. Of t "combination of those looking a listening," 99.7% were tuned WNBT New York, NBC's stati which carried the fight, althou three television and all radio s tions were operating in New Yo at that time, and an average 12 persons per set were looking WNBT. Seven of every 12 we men, 4 were women and one w a child.

NBC estimated that the telev sion audience in the seven citi where the fight was telecast total 6,000,000. ABC guessed its natio wide AM audience at 56,000,000.

Both radio and television broa casts of the fight were sponsor by Gillete Safety Razor C through Maxon Inc., New Yor

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

Programs

COVERAGE of Republican National Convention was aired by WGST Atlanta, from window of local Davison's Department Store, which sponsored the broadcasts. WGST announcers aired convention news from booth in store's window five times daily, June 21 through June 24, drawing large crowd each day. AP teletypewriter also was set up in window. Davison's ran ads in local "Atlanta Journal" inviting readers to "See, hear the Presidential conventions broadcast by Davison's and WGST," and to get complimentary copies of Philco's Convention Guide and ballot sheets at store. Similar broadcasts will be made during Democratic convention.

Sweet Spray

DELIGHTFUL aroma fills studio at WDRC Hartford, Conn., these days as result of latest feature on its "Shopping by Radio" program. Daily show is based on quiz and giveaway format. Each woman guest on show is given spray of Chanel No. 5 just before she goes to microphone, much to delight of participants and studio audience.

'Recall It and Win'

TEN-YEAR ban on pay-off quizzes was lifted by KWK St. Louis June 28 when it introduced "Recall It and Win." Program, aired six times weekly for 55 minutes, features tunes that are at least ten years old. Old phonograph records and a player piano are used. Tom Dailey, m.c., makes phone calls to see if listeners can identify title, vocalist or band for cash. Master Mystery tune also is played and if listener can identify first tune, a chance at identification of master song is given. Cash give-away increases each time number is not identified.

Ordination Broadcast

ORDINATION of Rev. John J. Brown, first Indian ever to become a priest, was broadcast by KXLL Missoula, Mont., recently. Many dignitaries of the Catholic Church attended the ceremony at St. Ignatius, Mont. Program was fed to five affiliated XL stations.

Animated Commercials

REAL, LIVE, moving chorus boys—seven in all—are newest "innovation in animation" contrived by Productions for Television Inc., New York video producer. Film series has been prepared by PFT for Stuarts Clothes to give visual punch to commercial jingle. Seven men, each wearing one of letters of name, Stuarts, sing and dance to identifying jingle. Store window dummy comes to life in first commercial, with his head, arms, and shoulders moving, in that order. Next his legs are super-imposed in place of dummy stand, and man is complete, graphically illustrating that "Stuarts clothes are designed on living models." Second film relates story about cigar store wooden Indian affected by summer heat. Wearing dark, heavy suit, he is taken to Stuarts store where he emerges, two seconds later, in lightweight tropical. At this point lettermen appear to go into their song and dance. PFT also has been appointed television representative of Emil Mogul Co., advertising agency, on behalf of its clients.

'Friendship Street'

RECOGNITION of acts of kindness reported by listening audience, is new twist to recorded dinnertime music show over WNAX Sioux City. Person performing greatest act of friendship reported each week, together with person reporting it, receives engraved invitation to reside on "Friendship Street." Silver dollar, plus one year's supply of Friendship House greeting cards is included with the invitation. Every four weeks, best of entries is selected for an additional award, with like award for person sending in deed of kindness. "Friendship Street," is summertime replacement show heard 5:30-6:00 p.m.

Traffic Safety

TRAFFIC-safety program, "Homer K. Saphead" will return to air by popular demand on WFAA Dallas, station reports. Program features dramatizations of catastrophic driving tactics, interviews with safety officials and up-to-the-minute traffic news bulletins. At request of Texas Safety Assn., WFAA reports it will provide master discs of programs free for other stations to use as they see fit.

Self Sponsorship

TIME on WGYN(FM) New York has been bought by a group of young New York actors who are sponsoring themselves in a 13-week series of broadcasts as public demonstration of their talent. Known as "FM Reportory Theatre" group is heard on WGYN Tues., 9-10:30 p.m. Scripts are provided by Ronald Dawson Assoc., New York, with Mr. Dawson directing.

Summer Operas

SIX OPERAS, as presented by Cincinnati Summer Opera Assn. from the Zoo, will be aired over WLW and WLWA (FM) Cincinnati, according to officials of Crosley Broadcasting Corp. Several of the operas to be included are "Carmen" with Rise Stevens; "La Traviata" with Lucia Evangelista, and "Rigoletto" with Francesco Valentino.

UN on TV

"EXPLORING THE UN," 30-minute, weekly public service program on WPIX (TV) New York features member of American Overseas Aid—United Nations Appeal for Children with fund appeal. Brazil lead nations to be featured in series. Brazilian music and dancing and illustrated resume were used to familiarize audience with culture and habits of Brazil.

WMAR-TV Documentary

SHORT documentary films, showing impact of national and international news upon life of a community, are being employed as part of fifteen-minute daily news summary on WMAR-TV Baltimore. First documentary combined motion pictures and sound on film to point up Baltimore's Memorial Day observances. Battle scenes, marching troops, National Cemetery, people of the town and an interview with first Maryland gold-star mother were included, with commentary behind film dramatizing seriousness of the day. WMAR-TV newsreel cameras then moved into Italian section of city to record impact of Italian election upon its citizenry. Similarly, impact of new peacetime draft was documented to show young men enlisting in National Guard, troops and armored units of last draft army with theme filmed against newspaper headlines. Climaxing this dramatization was interview made with sound camera in downtown Baltimore with two nineteen-year-old draft prospects. These men discussed details of then proposed draft as it affected their personal lives.

'Children's Theatre'

NEW quarter-hour children's program, "Make-Believe Children's Theatre," is being presented five times a week by WMGY Montgomery, Ala. Show features fairy-godmother type woman billed as "The Story Lady" and male announcer for contrast. Children's-story records are used and public service announcements directed to young people are also featured station reports.

Free New York Trip

FREE trip to New York is being given away by Gene Jones on his thrice-weekly "Pop Goes the Concert" program on WBZ Boston. Contestants are to write letter of not over 200 words on, "How I would spend a vacation in New York City." Winner and guest will be flown to and from New York by American Airlines and hotel accommodations and meals for the week will be provided by Hotel Association of New York.

'What's on Your Mind?'

"WHAT'S ON YOUR MIND?" is title of program on KWG Stockton, Calif. Presented in cooperation with Stockton State Hospital, program features interviews and discussions between Kay Wagner, women's program commentator, and Dr. R. B. Toller, medical director and superintendent of the hospital. Aim of the series is to present a healthy attitude on part of the public toward mental illness and to introduce educational programs of public interest.

Women in Sports

NORTH AMERICAN Video Productions Inc., New York, is slated to shoot special sports features covering famous women athletes for inclusion in new program, "It's a Woman's World." Production is to begin this week in New York. NAVP also produced two special video spots for Life Cigarettes which were used recently on WCBS-TV New York.

Rodeo Queen

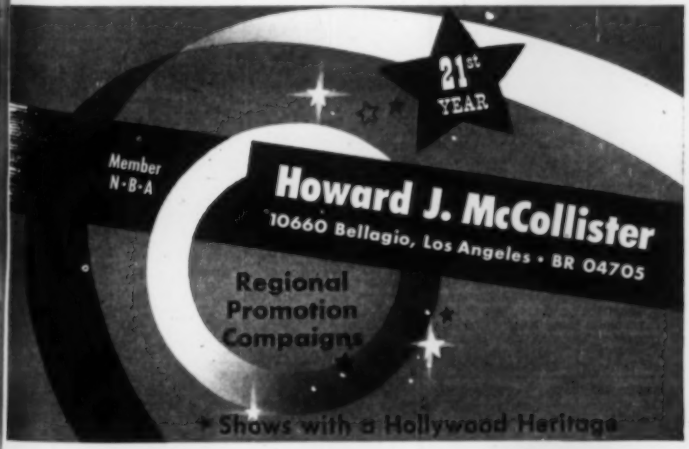
QUEEN of Second Annual Santa Fe Trail Rodeo was announced during broadcast of "Saturday Night Kansas Round-up" on WIBW Topeka, Kan. Ben Ludy, WIBW general manager, received call during program from Bill "Hopalong Cassidy" Boyd in Hollywood announcing his selection from nine finalists. Winner reigned as Queen of the Rodeo in Topeka July 3-5 and received all expense trip to Hollywood for screen test and part in next Hopalong Cassidy film. WIBW sponsored queen contest in cooperation with Topeka Round-up Club.

Golf School

JOHNNY REVOLTA, former national P.G.A. champion, is conducting a golf school of the air on WNMP Evanston, Ill. Weekly program is sponsored by William's Men's Store in Evanston.

DeMille Enters Video

PLANS for production of video film by Cecil B. DeMille became known last week with the noted director to serve in supervisory capacity associated with unnamed partners under a corporate structure not yet completed. First half hour open-end audition film is expected to be shot in late summer with view to interesting sponsorship in projected series as yet unidentified.



•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced salesman to invest $5000 and manage daytime kilowatt opening September in prosperous southern metropolitan market. Write Post Office Box 362, Columbia, S. C.

Manager for 250 watt independent station in competitive market. State qualifications. Write 957, BROADCASTING.

Manager for fulltime 1000 watt station in Texas. Guaranteed salary plus part of profits. Needed by July 20. Furnished house available. Box 950, BROADCASTING.

Salesmen

Salesman—Experienced time salesmen with proven selling ability capable producing results. Competitive market. Willing pay top salary. WAND, Canton, Ohio.

New England network affiliate seeks experienced promotion-minded salesman to back up local sales staff and work independently on regional and national accounts. Give complete experience, education and references. Box 916, BROADCASTING.

Salesman contacting radio stations to sell radio productions. Commission. Box 912, BROADCASTING.

Can you fill the bill? Memphis NBC outlet needs energetic livewire time salesman for local accounts. Experience preferred. Excellent opportunity. Enclose photo with reply, along with experience and salary requirements. Write J. C. Eggleston, Station WMC, Memphis, Tennessee.

Aggressive salesman wanted by long established regional network. Desire man capable of making and supervising sales. Regional network experience preferred. Will consider man presently employed in radio sales work. Splendid opportunity for go-getter desiring long term connection. Write Box 944 BROADCASTING, giving complete information as to background, experience, salary expected, etc. Also please include personal photo.

WANTED

Experienced time salesman. 250 watt daytime independent located New England. Lush market. Salary and commission.

BOX 853, BROADCASTING

Salesman—Desire an experienced salesman who has sold in competitive market before and one who can bring money in for station and self. $60.00 drawing account for the right man, if he desires. Send full particulars Box 947, BROADCASTING.

Experienced salesman or sales manager for aggressive proven station in excellent midwest market. $75.00 weekly starting salary and 10%. Opportunity over $200.00 per week. Enclose sales record, photo, references, full information first letter. All replies confidential. Box 959, BROADCASTING.

Salesmen—Learn all phases radio—independent, progressive station. Drawing account against commission. New England. Box 971, BROADCASTING.

Wanted salesman for 5 kw day and 1 kw night net-work station in Southern City of 45,000. Must be sober, and reliable. Write your proposition in first letter. LX22, Box 967, BROADCASTING.

Transcription salesmen — All sections. Popular line of jingles, shows. Top commissions. Give territory and other representations. Box 966, BROADCASTING.

Announcers

Wanted combination announcer-engineer with first class ticket to work in the garden spot of the nation—south Florida. Send qualifications and transcription, if one is available to Box 946, BROADCASTING. Send all information in first letter.

Help Wanted (Cont'd)

Experienced announcer: Capable of doing combination announcing and continuity writing. Good typist. Voice quality must be tops. Station is network affiliate in Pacific Northwest town of 50,000. Furnish audition demonstrating ability as disc jockey, ad-lib, newscasting and commercial announcing. Top references required. Tell all in first letter. Box 951, BROADCASTING.

Announcer - sportscaster. Experienced man who can double in sports. Top quality voice. Must know football, baseball and basketball thoroughly. Ability to use typewriter essential. Best references and audition disc required. Explain background and history in first letter. Box 952, BROADCASTING.

DIRECT SELLER!

Direct Sales announcer needed by 5 kw, Mid-west net affiliate with established mail-pull rep. If you can pull mail AND orders, send disc (preferably air-check), photo, and facts to BOX 965, BROADCASTING.

Wanted immediately . . . Early morning news man. Must have personality and pleasing style. Ability to ad-lib essential. Drunks or drifters need not apply. Send transcription and tell all first letter. State salary expected. Station KXGI, Fort Madison, Iowa.

50,000 watt Southern station needs newscaster, baritone voice, authoritative and intelligent delivery. Must be capable of preparing all news broadcasts from two news wires plus repertorial staff. Send audition disc, picture and full information on background in first letter. Box 983, BROADCASTING.

Wanted. Two combination men. Rush disc and recent photo to W. E. Johnson Manager, WDEC, Americus, Georgia.

Wanted — Combination operator-announcer with good voice, also time salesman, both must be sober and stable, for northern California independent regional. Reply Box 992, BROADCASTING.

Technical

Wanted—Immediately, chief engineer of good character, high technical ability and experience in both AM and FM installation and operation for new Class A, FM station. Application in for 250 watt AM station also. Minimum starting salary $3640 per year. WUSJ, Lockport, New York.

Chief Engineers for the American Forces Network in Germany. Salaries average $5000 to $6000 yearly on a two year contract with transportation paid. Must have definite ability as supervisors. Studio recording and transmitter installation and maintenance experience required. Send photo and references to: Technical Supervisor, 7706 AFN Co., Frankfurt, Military Post, APO 757, c/o PM, New York, N. Y.

Engineer. Experience unnecessary. Willingness, ability, good character imperative. Must have car. 1 kw daytime station. Contact Chief Engineer, WCPS, Tarboro, N. C.

Engineer-announcer and one man to call on clients for servicing accounts, write copy. Box 974, BROADCASTING.

Opportunity for young ambitious engineer; Minimum announcing. KGFW, Kearney, Nebraska.

Engineer for small waterfront station on eastern shore of Maryland. Preferably combination man capable of handling routine announcements or willing to learn. Write giving qualifications and background to Radio Station WCMD, 843 Investment Building, Washington, D. C.

Help Wanted (Cont'd)

We have an opening for a combination engineer, first class ticket, with accent on announcing. Here is a chance for a man who wants to make a name for himself on an all-night show. Vets training can be arranged. Box 963, BROADCASTING.

Production-Programming, others

Wanted woman continuity writer capable of doing mike work. Write complete background. WMMJ, Peoria, Illinois.

Wanted—Combination program director and office manager for midwest station. Must have had previous experience; must be idea man. Write Box 822, BROADCASTING.

New 250 Michigan station on air August needs station personnel. Box 764, BROADCASTING.

Television program director-producer for proposed TV station. Box 945, BROADCASTING.

PROGRAM DIRECTOR
WANTED

Opportunity knocks but once! One of radio's outstanding opportunities is knocking at somebody's door. It may be at yours, if you have these qualifications: Successful past record as program director in a competitive market with at least 5 years experience; ability to produce and promote audience building transcribed and live shows on a modest budget; ability to manage an efficient program department by tactful handling of personnel and superior knowledge of good copy, music, production and publicity; the willingness to pull an oar when necessary instead of being a swivel chair admiral; character and habits that will stand investigation; the desire to settle down and become part of the community.

A bright future with a five figure salary is available to the right party.

For personal interview, give complete details, including past positions, salaries, date available, etc. in first letter. Confidential.

Box 996
BROADCASTING

Program director-chief announcer for daytime independent station wanted immediately. Send full information photo and disc first letter. KSCB, Box 311, Liberal, Kansas.

Situations Wanted

Managerial

Commercial manager—I have an outstanding record both as a salesman and as sales manager in markets from 100,000 to ½ million in the midwest and east. If you want to increase the income of your station write for my background. It will convince you I am your man. Box 961, BROADCASTING.

Experienced manager with twelve years background, including sales programming, production and copy, desires managerial position in progressive market (except the deep south). Salary important but secondary to opportunity to grow with station. Married. Family man. Sober. References. Box 997, BROADCASTING.

Commercial manager 1000 watt network affiliate desires change due to sale of station. 13 years experience. Reply Box 968, BROADCASTING.

Situations Wanted (Cont'd)

Owners, managers, dept. heads . . . like to become your assistant and qualified by virtue of 8 years' broadcasting experience including NBC-A network; local station; AM-FM; station relations and sales. If you can augment my present salary and have room in your organization for a dependable permanent employee I'd like to hear from you. Box 982, BROADCASTING

General manager, successful station. Friendly hard worker. Available August first. Manager or program director. Can supply complete personnel for new station. Ray Kimbrel, Phone 49, Colquitt, Ga.

Manager and chief engineer—qualified pair each with first class licenses and over 20 years experience in broadcasting. Available together or separately. Dependable, good, solid proposition. Box 919 BROADCASTING.

A colossus? Not me! But if you need a manager or sales manager who knows people, programs and accounts, then look no further. References from your present corporation bosses and my staff. Married, two children, 12 years experience. Box 878, BROADCASTING.

Manager important midwest network station for past ten years desires climate change. Sixteen years comprehensive experience all phases broadcasting. College graduate. Prefer south or west coast. Box 874, BROADCASTING.

Manager now operating successful network affiliate desires change. Four teen years' experience all phases. Family man, middle thirties. Available for interview immediately. Best reference Box 820, BROADCASTING.

Executive manager and program director. Both mature, experienced all phases AM-FM operation. Specially trained in TV. Excellent record of effective, profitable operation and finest references. Will accept full responsibility development or maintenance any property with income dependent on results. Box 7 BROADCASTING.

Successful manager wants change for wife's health. Now managing AM-FM network outlet. Fifteen years practical experience. South or west coast only. Salary or market no object. All inquiries answered. Box 937, BROADCASTING.

Salesmen

Sales executive desires opportunity for full extension of abilities without regard to station location. Five years major for network sales experiences. AFM programming. Age 34. Married. Write now for full information and excellent references. Box 943, BROADCASTING

Announcers

Sports announcer and writer. Ambitious, loyal, experienced. Thorough knowledge all sports, excellent references present employer. Box 9 BROADCASTING.

Combination announcer-engineer. 1 phone, B. S. Degree in speech with scriptwriting training. Prefer southwest but will consider anywhere. Box 9 BROADCASTING.

Versatile announcer, news, commentator, continuity, programming. Studio production with limited facilities a specialty. Engineer, 32, married. Desire permanence. Box 735, BROADCASTING.

Announcer, immediate availability, equipped for AM, FM, TV, all sports, special events, news, commercial copy. Personal interview within 200 miles of Chicago. Box 954, BROADCASTING 360 N. Michigan Ave., Chicago.

Experienced announcer mc (plenty of audience appeal) producer, actor, pianist, singer, 4 years experience commercial radio besides college background including thorough knowledge of Spanish, age 27, married no children willing to travel. Box 956, BROADCASTING.

Announcer-engineer, 9 years valuable experience. Available immediately. Larry Brunes, 815 Union St., The Dalles, Oregon.

Announcer, graduate School of Radio Technique, Chicago. Free-lance sports experience, small city. Single, young, sober, neat and ambitious. Salary unimportant. Will travel. Disc, photo, references. Box 933, BROADCASTING.

Announcer, versatile, talented. Pleasant Chicagoan. 3½ years 250 to 10,000. Vet 23, single. Dislike control operation. Available immediately. Box 888, BROADCASTING.

Announcer. Young. Limited experience but hard worker. Control board knowledge. Willing to trade hard work for station experience. Box 885, BROADCASTING.

Situations Wanted (Cont'd)

Combination operator-announcer, newscaster. Fourteen months experience. References, disc. Married. Box 979, BROADCASTING.

Classics to hillbilly with voice and personality that sell. Capable all-round announcer and newscaster seeks position with future. College graduate, married veteran, 26. Send for disc. Excellent references. Box 969, BROADCASTING.

A little knowledge is a dangerous thing. Therefore, not satisfied to remain in danger, this announcer desires to further his experience in radio. Competent in handling all types of commercials, news, platter shows, some knowledge of controls. Thoroughly conversant in sports. Very reliable and conscientious. No drinker; no floater. Graduate leading announcers school Radio City, New York. Wishes connection offering real opportunity. Box 986, BROADCASTING.

Announcer-engineer. Desire combination job accent on announcing. Some experience, hold 1st phone and have completed radio announcer's school. Have excellent recommendations. Available now. Everett R. Mattison, 3535 South Benton, Kansas City, Mo.

Announcer: Single willing to travel. No commercial experience. Plenty of little theater and radio dramatics, have shown me what I want. Please help me get it. Request disk, photo. Roland Richards. Box 964, BROADCASTING.

Announcer. Now employed 50 kw clear channel, married, desires change of locale. Box 936, BROADCASTING.

Is there any station willing to invest in an inexperienced announcer, 27? Graduate leading radio school. Ambitious, personable, distinctive delivery. Available immediately. Drummond D. English Jr., 6408 N. Glenwood, Chicago. Sheldrake 9731.

New York announcer. Experience in sales, programming, all phases broadcasting. Seeks executive position. Box 948, BROADCASTING.

Announcer; Experienced. Capable of news, commercials, commercial writing, service accounts. Could sell. Prefer western states. Ambitious and sincere. Photo and disc. Box 949, BROADCASTING.

Wanted: Announcing job for summer. Am assistant production manager-announcer W.W.G.C. Gettysburg College. Graduate RCA School Radio Technique. William Triller, 124 Forest Ave., Pearl River, N. Y.

Young, experienced disc-jockey-announcer who desires more experience. Willing to travel. Box 985, BROADCASTING.

From little acorns big oak trees grow. Little acorn (radio announcer) wisher to attach himself to solid oak tree (progressive radio station) for purpose of "growing together." Experienced in commercials, newscasts, disc shows, continuity writing, station routine, some knowledge of controls. Conscientious, sincere, teetotaler, no floater. Graduate leading announcers school, Radio City. Single, will travel. Audition record on request. Box 987, BROADCASTING.

Announcer, versatile young man, 23. AFRS experience plus intensive course at leading Radio City announcing school. Can operate board. Disc available. Box 988, BROADCASTING.

Experienced announcer, 3 years. Specialty news. Recommendations available. Prefers east coast. College graduate. Box 989, BROADCASTING.

Five years announcing, writing, disc jockey; some programming. Sixty-five dollar minimum. Box 995, BROADCASTING.

Chief announcer on small station or staff announcer on large city outlet. Four years experience as announcer and program director. No Don Wilson, but we're trying. Available on two weeks notice. For details write Robert Higby, 2228 East 69th Terrace, Kansas City, Missouri. Or better yet, phone Jackson 3441.

Attention Florida. Announcer, 8 years. Permanent resident. Single, available immediately. Box 980, BROADCASTING.

Announcer, college background, graduate School of Radio Technique. Experience in newscasting, commercials and programming. Will travel. Disc, photo on request. Box 978, BROADCASTING.

Situations Wanted (Cont'd)

Staff announcer, experienced, reliable. Good voice personality, all phases. Disc. Box 977, BROADCASTING.

Announcer-experienced. Two years midwest 250 watt station. Married, 25. Box 972, BROADCASTING.

Announcer—Married veteran. Radio School graduate. Desires permanent position in midwest. Short on experience, long on ambition. Eligible for GI training. Box 970, BROADCASTING.

Announcer—single, versatile, ambitious, 1 year experience on independent and network affiliate stations, desires opportunity with station in any section of U. S. Available immediately. Disc and photo upon request. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Technical

First phone man desires combination position. Recently completed announcing course and three months announcing experience. California preferred, anywhere considered. 541 26 Ave., San Francisco.

Engineer, 1st, six years experience indie. 50 kw; Can handle all associated equipment, also FM. Write or wire C. Fletcher, 1718 E. Longfellow, Spokane, Washington.

For qualified technicians, write or phone: Employment Department. Melville Radio Institute, 15 West 46th St., N.Y.C. Luxemburg 2-0440.

Chief engineer 20 years experience—first class license. Executive ability—national network experience as well as regional. Past ownership of local. Box 920, BROADCASTING.

Engineer-operator. Thoroughly experienced. RCA graduate. East or west coast. Available immediately. Box 907, BROADCASTING.

Chief engineer and combination man. First phone and nine years experience. Maintenance, control and construction from 250 to 10 kw including FM. Box 906, BROADCASTING.

Transmitter engineer or chief engineer of local. Experienced. Married. Prefer Florida or southwest. Box 777, BROADCASTING.

First phone; active ham; desires permanent engineering position with midwestern station, L. D. Edelmaier, 1711 North D., Fremont, Nebraska, Phone 1485-W.

Experienced engineer. Presently employed as chief. Can announce. Will accept position as straight engineer or combination man. Looking for position with potentialities and future. Best of recommendations. Box 941, BROADCASTING.

Experienced engineer. Some announcing. Good knowledge sports. Consider small southern town with right salary. Veteran, 28, single. Box 953, BROADCASTING.

Engineer 1st phone license. 27 years old. Veteran with wife and family. Graduate of two schools, with experience in motion picture projection. Best references offered to those interested. Box 999, BROADCASTING.

Engineer, experienced all phases broadcast radio. Excellent engineering references. Have done some announcing; good knowledge sports. Veteran, single, want permanent job. Box 998, BROADCASTING.

Engineer, first class phone, single, age 22. Inexperienced as engineer although well-trained by local radio school. On-the-job training desired. Prefer midwest. Box 994, BROADCASTING.

Production-Programming, others

Continuity director of 1000 watt regional station on west coast seeks permanent position in continuity department of large, progressive station in metropolitan area in California. Box 914. BROADCASTING.

Program director-announcer. Three years experience. Full of ideas. Can write shows. College background. Program director now with 1000 watt station. Strong on news and commercials. Prefer station in midwest, in good business town. Box 938, BROADCASTING.

Small city or rural stations—let me put three years' college station experience to work for you. Programming, production, copywriting, publicity. No announcing. Married Vet. Please describe position. Box 939, BROADCASTING.

Situations Wanted (Cont'd)

ATTENTION TV MANAGERS

Stage scene designer, technician and technical director with 14 years training and experience, desires employment in television production as designer, scene technician, stage manager, manager of promotion or any combination. Married. Good temperament. Good references. Available two weeks. Box 993, BROADCASTING, 360 N. Michigan, Chicago.

Copywriter—college station background. Anywhere. Start $35. Box 940, BROADCASTING.

Actor, announcer, director. Radio, television, stage experience, B.S., M.A. degrees. Box 942, BROADCASTING.

Musical director, sports director, scriptwriter. Ambitious. Go anywhere. Must be job with future. Harold Hollender, 625 S. Dunsmuir Ave., Los Angeles 36, California.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

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NOTE: Station Managers and Program Directors from coast to coast are **satisfied** with personnel we furnish.

Young woman from Minnesota, director of women's programs, continuity in independent Southern station. Graduate of University of Minnesota. Excellent voice. Easy, sincere radio delivery. Writes and produces children's shows. Desires permanent position with progressive station. Top references. Box 984, BROADCASTING.

Foreign and domestic correspondent, Europe, South America, Pacific, seasoned for radio by two years newseditor, newscaster own sponsored program. Experienced interviewer national personalities, impressive promotionable background war correspondent and marine corps combat correspondent having completed radio education outgrown limited possibilities. Present job seeks bigger outlook, but strictly station capable supporting fulltime newseditor. No doubling in brass as announcer, etc. Take reasonable salary provided talent possibilities. Write Dan Campbell, Newseditor, WTSP, St. Petersburg, Florida.

Radio continuity writer. 5 years writing experience. On spot announcements, music and dramatic scripts. Can present brochure. Box 990 BROADCASTING.

Producer-director-writer-17 years local, regional, network and agency experience. Box 991, BROADCASTING.

Program director. Top notch announcer able executive. Eleven years varied experience programming, sales, news, sports, etc. For details write Box 926. BROADCASTING.

Twenty-six year old, single, program director with highest qualifications, including regional net and metropolitan indie experience, may soon seek a New Mexico Arizona, or Southern Texas outlet because of a personal obligation. Not a hot shot nor smart alack. Just a plugger who believes in staying on the job. Been in Northern radio for eight years. Will answer every reply to this ad. Believe I could handle a management job. Box 976, BROADCASTING.

OPPORTUNITY WANTED

Young man 21—Navy veteran, graduate of U. of Michigan A.B. (Radio), also Columbia M.A. (Drama). Can act, announce, produce, write copy. Nice appearance, excellent character, good disposition. Seeks opening in radio or television field. Am more interested in the future than in present financial returns.

BOX 962, BROADCASTING

Employment Service

Trained personnel available for all types of radio work. Prompt service from our convenient central location. Tell us your needs. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

For Sale

For sale—Complete equipment for a 1000-500 watt installation Collins 20-C transmitter; 180 ft. Blaw-Knox Tower antenna tuning unit; concentric line; limiting, line and monitor amplifiers; control console, spare tubes and parts. No frequency or modulation monitors. Equipment now in use and extremely reliable and trouble-free. Will be available about August 1, 1948. Make offer. Write Radio Station WHIS, Bluefield, West Virginia, Attention P. T. Flanagan, Manager.

RADIO TOWERS, AM and FM erected, painted and serviced coast to coast.
TOWERS FOR SALE — AM, supporting FM and TV.
Write, wire or phone 8503
John Greene
GREENE TOWER CO.
Southern Pines, N. C.

Complete 300' guyed tower and lighting, composite 500 watt broadcast transmitter. All offers considered. Skyland Broadcasting Corporation, 2812 Hillside Avenue, Dayton, Ohio.

RCA type 80AX and Gates Model 30 consoles. In good condition. J. D. Bloom Jr.,, Chief Engineer, Station WWL, New Orleans, La.

For sale—250 watt composite transmitter. New rack and panel. 1 set of tubes. FCC approved. First check for $1000 gets it. WESL. Preston, Maryland.

WEAW (FM) increasing power to 36 kw. Have available 250 watt GE FM transmitter; GE 4 bay antenna, both tuned to 96.7, best Class A channel; easily retuned to other channel. Write WEAW, Evanston, Illinois.

Two RCA 44-BX studio velocity microphones. Never unpacked. Best offer. WJOC Jamestown, New York.

FOR SALE OR TRADE: 250 Watt independent station in good north central Texas market. Best equipment, serving two cities, making some money. Right person can double business. Terms arranged. Owner selling or will trade for another station in another locality because of ill health. Box 981, BROADCASTING.

Complete 1 kw transmitter house equipment available this fall. 1 WE 1 kw transmitter type 443A-1; 1 WE 110-A program amplifier; 1 WE 94-A amplifier; 1 General Radio 731-A AM modulation monitor; 1 General Radio 681-A frequency deviation monitor; 1 General Radio 475-B frequency monitor; 1 Collins 116E-1 equalizer; 1 Clough-Brengle 119-B calibrated standard signal generator; 1 Jack Strip (single jack) with four 2' patch cords; all in excellent condition. Also 1500' ¼" Andrew coax, pre-war, never off reel; 1 steel phasing cabinet with miscellaneous parts. WICA, Ashtabula, Ohio.

H. H. Scott Dynamic Noise Suppressor including latest type 910-C control circuits. $475. J. M. McDonald, WLW, Cincinnati.

For sale—Field intensity meter, RCA-TMV-75B complete. WDRC, Hartford 4, Conn.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

BROADCAST QUALITY WIRE RECORDERS

TWO GE model 51 recorders converted to stainless steel. Mikes, extra recording head, cables, battery and converter for remotes, voltage regulator, etc. These units produce top broadcast quality—have been frequently used on network feeds. Cost over $1700. Both complete $1050. Sample wax dub from wire available. John Pival, 8415 E. Jefferson, Detroit, Mich.

3 para-flux arms and equalizers, $45 each. 3 lateral heads, $60 each. 3 vertical heads, $90 each. Brand new. 44BX microphones in original sealed cartons, $85 each. Prices F.O.B. WRZE, South George Street, York, Pennsylvania.

For Sale (Cont'd)

12—Delta Star insulators with clamps for ⅞" cable. 2 WE 109-AA reproducers. Fred C. Hill, Engineer, KTRE, Lufkin, Texas.

90% of CP for Texas daytime AM priced to sell. Box 973, BROADCASTING.

For sale; All or part of 1000 watt station; making money. Blankets large western state. Excellent opportunity with easily seen high potential. Network opportunities present. New equipment, mechanically perfect. Box 975, BROADCASTING.

Practically new Gates 31-B console, complete with tubes, priced to sell at $995, guaranteed. Call or write Manager, KDNT, Denton, Texas.

150 ft. Lingo vertical antenna. 18 months old, complete with base insulator, guy wires and A-2-B lighting equipment. Ready for shipment. What are we offered? WCTC, New Brunswick, New Jersey.

Revolutionary Camart microphone boom. Portable, collapsible, 13 foot arm, folding stand, freely rotating mike swivel $189.50. Camera Mart, 70 West 45th Street, New York, 18, N. Y.

For sale: New uniform cross section guyed type radiator with all necessary equipment. Will deliver and erect anywhere in the United States. 3—225 ft. towers. 3—250 ft. towers. 2—300 ft. towers. 1—350 ft. tower. For information and prices write, wire or phone Hoke Radiator Company, Petersburg, Virginia.

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Wanted to Buy

Wanted. Urgently needed. 3 pairs type 59 tubes. Name your price. WFTL, Ft. Lauderdale, Florida.

Individual broadcaster wants to buy station or CP anywhere. Box 922, BROADCASTING.

Wanted—Complete equipment for kilowatt station. If you have any or all, write today. Box 743, BROADCASTING.

Miscellaneous

Complete tower erection and maintenance AM-FM-TV. Ace Hi Radio Tower Construction Co., 121 Broad St., Rome, Ga.

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LATE CLASSIFIEDS

Help Wanted

Program director for independent station located middle Atlantic state. Must have ideas, leadership with microphone technique. Salary commensurate with ability. Good working conditions. Box 1, BROADCASTING.

70 to 80 dollars weekly. Combination engineer-announcer. Audition disc and photo with full details first letter. Immediate opening. North Carolina network affiliate. Box 824, BROADCASTING.

LOCAL 802

Charges Thrown At Officers

FACTIONAL strife within New York Local 802 of the American Federation of Musicians flared to the surface at a New York meeting June 28. Trouble developed as a minority opposition group, described by a union administrative spokesman as "leftist," provoked a walkout by the local's officers and threatened impeachment proceedings against them unless they change their executive tune.

Substance of the charges, leveled against Richard McCann, president of Local 802, and Charlies Iucci, secretary, was that the two officers had ignored and refused to adopt decisions reached at a previous meeting. Opposition group, in turn, asked restoration to the board of four of its officers who it claimed were removed "without reason." It added, furthermore, it would carry its fight for "democracy" as against "dictatorial" methods to James C. Petrillo, overall AFM head.

Mr. Iucci said the four members had not been taken off the executive board, but merely removed from supervisory positions for "incompetency." Furthermore, all had attended a Tuesday board meeting he pointed out. Controversy stemmed from a resolution which concerned the meeting place on the exchange floor of union headquarters. It was shifted to Palm Gardens because the former was "too small" and the decision didn't conflict with bylaws, he said, despite objections raised by the group.

Meeting Suddenly Erupts

The storm arose out of a regular membership meeting Monday when officers of the local and supporters pulled a walkout following a disorderly discussion. A motion had been placed before members which bitterly denounced the executive board for alleged "undemocratic" methods.

After a voice vote failed to prove satisfactory, and a hand vote stirred tumult and confusion, Mr. McCann asked for adjournment. When that was not forthcoming by vote, he told members the meeting was off, then stalked out of the Palm Garden auditorium amid jeers of the opposition.

Members of the minority group later asserted that (1) they had carried the hand vote, (censuring the administration) by better than four-to-one: (2) they objected to officers' insistence on holding the meeting at Palm Gardens rather than union headquarters at 50th St. and Avenue of the Americas: (3) while officers had maintained the session to be "illegal" to "get out from under" their refusal to recognize decisions reached at the June 14 meeting, they had ruled it legal "in view of the fact that all members of your local had been rebuked by Mr. Petrillo, with whose knowledge this meeting was to take place."

Members of the opposition appointed a committee to investigate subject of impeachment, emphasizing charges would be made again at the next meeting July 12 unless the incumbents reformed.

Officials who took part in the walkout, besides Messrs. McCann and Iucci, were Sam Suber, vice president; Jack Stein, treasurer, and four other members of the executive board.

Canadian TV Operations Expected by End of 1949

TELEVISION STATUS in Canada is gradually clearing up, and first TV stations can now be expected on the air by end of 1949. It is learned on good authority that Canadian Broadcasting Corp. board of governors will recommend licenses for limited number of applicants of independent TV stations at Montreal and Toronto at its October meeting. Manufacturers have told broadcasting industry officials that delivery of Canadian-made or English transmitters should be available within 9 to 15 months of placing of orders.

Receivers in high price range also are promised for delivery in fair quantities about that time, with lower priced receivers to be ready soon afterwards. Meanwhile there is increasing public interest in TV with a few receivers in cities near the international border picking up American TV stations. There also is growing public resentment that CBC policies have placed Canada so far behind in development of TV facilities.

ABC Signs 268th

WAEB Allentown, Pa., now under construction, is slated to become the 268th ABC affiliate on Nov. 1, the network said last week. Owned by Valley Broadcasting Co., WAEB will operate full time on 790 kc with 500 w daytime power and 1 kw nighttime. Joseph Nassau is manager.

KDAL Firefighters

WHEN forest fire threatened part of primary coverage area of KDAL Duluth, Minn., station attempted to bring it under control with rain-making activities. In KDAL's Beechcraft, piloted by Dalton LeMasurier, station manager, 50 pounds of dry ice was dropped in clouds near the fire area. A short time later rain did fall—but not on the fire area. Fire was soon brought under control, however, with the help of some 600 firefighters and much fire-fighting equipment.

Copies of Johnson Bi Hearings Going Rapid

COPIES of the 1,597-page repo of the Senate Interstate Commer Committee's hearings on the Joh son Bill (S-2231) to break dow clear channels and limit power 50 kw [BROADCASTING, April 12, 1 26] were already in short supp last week, only a few days aft publication by the Governme Printing Office.

Approximately 1,000 copies we turned over to the committee f distribution to committee member officials, and the long list of wi nesses who appeared during th hearings. A limited number wa retained by GPO for sale, as lon as supply lasts, at $3.50 per cop The report covers both testimon and exhibits.

Roy Peterson

ROY PETERSON, 55, assistan music director and staff arrange for WTMJ Milwaukee since 192 died June 25 in his Milwauke home. Mr. Peterson suffered heart attack while listening to th *Grenadiers* radio program, whic he directed frequently. Before join ing the station staff, he spen several years in vaudeville. He i survived by his wife, Blanche, an 10 children.

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235 Montgomery Street
Exbrook 2-5672

Cincinnati Meeting Held For Crosley Distributors

DURING 1948, the radio industry will produce around 14 million radios and radio-phonograph combinations at a retail value of some $750,000,000, N. C. Macdonald, general sales manager, Crosley Division, Avco Manufacturing Corp., reported at a distributors meeting in Cincinnati June 28-30. Mr. Macdonald said a study of the radio industry showed that these figures would have been projected for this year even if television had not existed. "In other words, television production and sales have supplemented, but have not supplanted, radio," Mr. Macdonald stated.

Unveiled at the meeting were 25 new radio models and a television receiver with a 12-inch picture tube, all made by Crosley. The new line consists of 16 table models, six consoles, two consolettes and a portable. All consoles and consolettes are radio-phonograph combinations and eight have FM service.

Subcommittee Formed

THREATENED dispute between the Screen Actors Guild and the major motion picture studios on the question of actors' rights over television has been dissipated with the setting up of a subcommittee by each side to iron out the issue. The TV issue led to breaking off of negotiations in April and is regarded as a key point in the evolution of a new contract to replace the pact which expired Saturday (July 3).

KDFC Installation

INSTALLATION of transmitter and antenna of KDFC (FM) Sausalito, Calif., is expected to be completed by August 1, station reports. Licensed to Sundial Broadcasting Corp., station will have 33 kw on Channel 271, 102.1 mc. Operation is expected to be from 3:00 to 10:00 p.m. from transmitter building until studios are located in San Francisco.

WSLI
JACKSON
MISSISSIPPI

LEADING THE SOUTHEAST!

Last year, Mississippi enjoyed a 67 per cent increase in manufacturing employment — the greatest shown in any southeastern state! This increase in employment, wages and buying income means increased sales for you over WSLI—Mississippi's most powerful station, 5000 watts day and night.

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

Production

TONY KRABER, former executive assistant in charge of operations of CBS shortwave division, has been named program manager of WABD New York. He was member of CBS television staff as actor, director, master of ceremonies and announcer before transferring to shortwave division.

HALSEY BARRETT, former manager of station relations for Du Mont Television Network, has been appointed head of newly created sales service department of WABD New York. BETTY LEFFEL has joined WABD staff as Mr. Bennett's assistant.

IN HONOR of Utica, New York's 150th anniversary, Mayor Boyd E. Golder presented half-hour record show on WRUN Utica. He pointed up highlights of the 150 years of progress in Utica between musical selections chosen for the eras depicted. Program was part of week-long celebration.

HAROLD HELVENSTON has been named art director of Don Lee television station, W6XAO Los Angeles. He is an artist and director and formerly trained contract players at RKO. He also was art director of Disney Studios produced plays at Alcazar in San Francisco, taught drama at Stanford U. and is author of standard text known as "Scenery."

THOMAS FREEBAIRN-SMITH, program director of KFWB Hollywood, leaves for London this month to do on-the-spot sportscasts in connection with KFWB's coverage of 1948 Olympic games there.

CHESTER HERMAN, assistant program manager of WLW Cincinnati, has been appointed program director of WLWT (TV). KEN SMITH succeeds Mr. Herman as assistant program director of WLW.

DOUGLAS EGAN has joined mail and messenger department of KGO San Francisco, succeeding BILL LONG, resigned.

DICK CONVEY, staff announcer and sportscaster of KRNT Des Moines, has been named continuity director.

JOHN BUZBY, former assistant radio director of Buchanan-Thomas, Omaha, Neb. has joined continuity department of WNAX Yankton, S. Dak.

WILLIAM GRISKEY, former announcer at KYW Philadelphia, and broadcasting instructor at Technical Institute, Williamsport, Pa., has joined KTOP Topeka, Kan., as production manager.

BUD BOLTON, formerly of CJAV Port Alberni, B. C., has joined CKOV Kelowna, as announcer.

SHEILA FOSTER WALLACE, formerly with WINK Fort Myers Fla., has joined continuity staff of KCKN Kansas City.

EDWIN FISHER, former merchandising manager of "Time," has been named sales promotion manager of KMOX St. Louis. BEN WILSON, formerly on sales staff of WTAD Quincy, Ill., has joined station as continuity director.

FRANK PLATH has joined WCBC Anderson, Ind., as production manager.

EDDIE FRECKMAN, formerly with Wade Adv. and WBBM Chicago, has rejoined WBBM on production staff. He was staff pianist at WBBM in 1931-32 and organized "Merrie Macs" quartet at that time.

JOHNNY CLOWES has rejoined KCMJ Palm Springs, Calif., as announcer.

KAY BIGLER has been named radio director of Bon Marche Department Store, Spokane, Wash. Miss Bigler will write and have charge of production of Bon Marche programs over KGA Spokane, as well as announcements heard on other Spokane stations.

WALTER H. STAMPER, former program director and chief continuity writer of WDEF Chattanooga, Tenn., has joined WDXB that city, as program manager, chief continuity writer and traffic director. WDXB went on the air July 4.

STAN JONES, formerly with CKEY Toronto, has joined CKNW New Westminster, as announcer.

JOHN GIBNEY, veteran of 22 years in radio and formerly with WBKB Chicago and Television Adv. Productions, has been named production manager of WENR-TV Chicago, which is expected to go on air in early fall.

FRED WEBER, announcer of CKOV Kelowna, B. C., and EVVA McKENZIE, formerly of CKOV have announced their marriage. DAL GRAY, CKOV announcer and MARION ELLIS, of the CKOV administrative staff, have announced their engagement.

MARTINE ROSS, disc jockey at WBCA Schenectady, N. Y., is scheduled for series of record shows on WPTR, new Albany station scheduled to be on air in mid-July.

GUY HEDLUND, who conducts "Guy Hedlund Players" over WONS Hartford, has been appointed dramatic director, to concentrate on auditioning and giving actual air experience to young people in area who desire radio and television career. He started in radio nearly 20 years ago with KFI Los Angeles.

LARRY WELCH, formerly with WTVR Richmond, has joined announcing staff of WVOM Boston.

GEORGE VARNUM Jr., announcer at WPIT Pittsburgh, and Christine Reed have announced their marriage.

DICK CRESWELL, disc jockey at KELO Sioux Falls, S. D., is the father of a boy, Richard Jr.

SUE SLACK has been appointed director of continuity at KELO Sioux Falls, S. D. and CAROL QUINN has joined continuity staff.

MAX HUTTO, NBC Hollywood producer, is the father of a boy, Richard Lee.

JEANETTE LEE TUPLER has been appointed director of women's and children's programs for WXRT-FM Chicago, which will take the air in a few weeks. It is affiliated with WSBC.

RAY MacNAMARA, staff organist of WWL New Orleans, and JOHNNY SENAC, WWL musician, have been admitted into the WWL Ten Year Club.

Fee for Plug

MUSIC publishers who have offered money to Al Jarvis, disc m.c. of KLAC Hollywood, to plug a tune have always been turned down. But Mr. Jarvis has now done an about face, agreeing to accept a flat fee of $25, the check to be made out to Father Flanagan's Boys Town Expansion Fund.

JACK CLARK, formerly with KSFH-FM San Francisco, has joined announcing staff of KROW Oakland, Calif., and will handle vacation relief shifts.

MARY LOUISE LANTZ, actress of WLW Cincinnati, and BOB MERRYMAN, WLW announcer, have announced their marriage.

ED COOPER, staff announcer of WGN Chicago, is the father of a son, Stephen.

BUREAU OF BROADCAST MEASUREMENT, Toronto, has announced that it now has 93 station members, out of total 125 Canadian AM stations; 55 advertising agencies, Canadian and U.S.; 41 advertisers and 10 station representative firms as members of the bureau.

Hon. Ray Simms
Kenyon & Eckhardt, Inc.
New York City

Dear Ray:

WCHS stayed on th' air t'other night with the CBS broadcast o' th' Republican convention until a wee 4:30 Ayem . . . At least 25 people phoned the police to complain that their neighbor's radios wuz keepin' them awake. . . . Guess that proves that WCHS can hold an audience . . . an that WCHS will go all out t' give the public 5000 watts worth of public service. . . . By th' way, th' Sarjint tol' th' people it wuz too hot to sleep anyway. . .

yrs.

Algy.

WCHS
Charleston W. Va.

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WTAR-NORFOLK sets your sales and profits a-zooming . . . because:

NORFOLK MARKET has the greatest metropolitan area population gain in the nation, 1947 over 1940 . . . 43% MORE customers, 61% MORE new households to supply, says Bureau of Census. And . . . WTAR keeps right on delivering the BIG share of this healthy market.

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5,000 Watts, Day & Night
Operator WTAR-FM
97.3 Megacycles

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Nat'l. Rep.: Edw. Petry & Co.

WMGW

Meadville, Pa.

Dear Advertiser:

As per your request: It gives me great pleasure to republish our confirmed data on the rich Crawford County market.

Regards,
Vic Diehm

1. Local business in Meadville kept pace with a general 12% increase of all leading business areas of the state.
2. 12% increase in factory payrolls.
3. Factory sales values jumped to more than $52,000,000, for a 17% advance.
4. Employment up 27% over 1946 and general payrolls gained 45%.
5. Retail sales show a $2,000,000 gain over 1946.
6. Housing construction is 45 to 50% higher than the previous year.
7. Industrial power sales 10% higher than 1946.

WMGW

Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

News

GEORGE MILLER and BILL POPE, popular Eastern sportscasting team, have joined WPTR, new Albany station to take air this month, as co-directors of sports. They previously were with WGY and WRGB(TV) Schenectady.

ROGER COWELL, formerly with WCCO Minneapolis and recently with WDAY Fargo, has rejoined WCCO, as news reporter.

ERNEST (Buzz) GALLAGHER has joined news department of WONS Hartford, Conn., replacing BILL McLAREN.

PAUL GELINAS, former publicity director of CKAC Montreal, has been appointed director of news and information service of CKAC. Mr. Gelinas has been with CKAC for past eight years, starting as writer in publicity department.

GRAHAM GROVE, student at Emory U., and NORMAN WESTBROOK, student at U. of Georgia, have joined WCON Atlanta Ga., newsroom for summer months. They will gather and write news while studying operation of radio newsroom.

SIG MICKELSON, director of news and special events at WCCO Minneapolis, has been named chairman of Minneapolis Chamber of Commerce promotion committee.

GRANT PRICE, former news editor of KTRI Sioux City, has been named news director of KXEL Waterloo, Iowa.

BILL ROBBINS, formerly with WOL Washington, and WCKY Cincinnati, has returned to WCKY as daytime newscaster.

JACK BREWS, news editor of CKOV Kelowna, B. C., and MARION LEE of CKOV staff, are to be married in July.

HERB MORRISON, news editor of KQV Pittsburgh, and Mary Jane Kelly have announced their marriage.

CAB STUDIES CONTROL OF PRICE MENTIONS

A CODE for controlling price-mention on Canadian stations is being formulated by the management committee of the Canadian Assn. of Broadcasters, following regional meetings in each province. Recommendation of Ontario regional meeting at London, Ont., June 21, was considered representative of other resolutions before the CAB management committee meeting at London, June 22.

The Ontario regional meeting recommended that "stations be very cautious in accepting business from transients; misrepresentation of prices relative to the local merchant or local situation should be carefully avoided. In markets where the Better Business Bureaus are located, careful checking with its office is suggested . . . That whenever possible, all accepted continuity be in the hands of the station by 3 p.m. local time the day preceding broadcast."

Regarding the frequency of price-mention announcements, the Ontario group decided that on participating programs there should be no more than three price-mentions per quarter-hour, and not more than one repeat of the price in each announcement. In sponsored programs there should be a limit of one announcement in a five minute period, two in a 10 minute period, three in a 15 minute period, and five in an hour.

Canadian broadcasters are said to feel that the use of price-mentions should not be abused, either during the six months trial period starting Sept. 1, or if adopted, at a later date.

Attending the Ontario meeting, under chairmanship of Ralph Snelgrove, CFOS Owen Sound, and a CAB director, were T. J. Allard, general manager of CAB, Ottawa; Arthur Evans, secretary-treasurer of CAB, Toronto; Walter Holden, CFRB Toronto; W. B. Burgoyne and Cliff Wingrove, CKTB St. Catherines; Rolly Ford, CHUM Toronto; Ross Rowland, CKDO Oshawa; Mac Haig, CJBQ Belleville; Jack Radford, CFJM Brockville; Louis Leprohon, CKCO Ottawa; Hal Cooke, CKEY Toronto; Gordon Archibald, CHOV Pembroke; Ralph Parker, CFPA Port Arthur; Tom Warner, CHLO St. Thomas; Alex Robinson, CHNO Sudbury; Bill Carter, CKLW Windsor; M. Werry, CKOX Woodstock; Lyman Potts and Lloyd Westmoreland, CKOC Hamilton; Ken Soble, CHML Hamilton; Don Wright and Murray Brown, CFPL London; Jack Davidson, CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay; Jack Beardall and Peter Kirky, CFCO Chatham; and Stan Tapley, CJCS Kitchener.

KRLD Programs Receive Mention in Padre's Book

THE BELL RINGERS by Vern Swartsfager, published by The MacMillan Co., 60 Fifth Ave., New York, $3 per copy.

THE AUTHOR, Father Swartsfager, in 42 chapters treats of actual case histories involving boys and girls who came across the path of the famous curate, and his "Gremlins" of "Kids' World."

In three of those chapters the Padre relates in third person style how his group drew attention of KRLD Dallas, through its managing director, Clyde Rembert, to "become dramatic stars of the airwaves overnight"; about their programs, *Padre's Kids' World* and *Kangaroo Court of Kids' World*, and lastly the story behind three delinquents, as recorded by KRLD's producer and technician who traveled 400 miles to a jail to obtain first-hand comment for a program.

Friendly Group Stations Hold Semi-Annual Meet

SERVICE with a capital S should be immediate goal of all radio stations, it was agreed by delegates to Friendly Group stations meeting held in Atlantic City [BROADCASTING, June 21]. Jack Berkman, chairman of the board of directors of Friendly Group, stressed the importance of each employe's service as a public relations man for station.

John Laux, president of WFPG Atlantic City and Friendly Group managing director who presided at the session, pointed out the necessity of sacrificing immediate aims in the accomplishment of future goals. "We all made temporary sacrifices when we joined this organization," Mr. Laux said. "Now we are reaping the harvest and we have great plans for the future."

Representatives of all Friendly Group stations (WFPG; WSTV Steubenville, Ohio; WPIT Pittsburgh; WKNY Kingston, N. Y.) and WBMS Boston attended the semi-annual business meeting.

Up in 13 Days

THE TRANSMITTER for Yankee Network's WNAC-TV Boston was installed in 13 days, and the General Electric engineers who installed it consider the short time something of a record. Shipped from Electronics Park June 7, the unit was providing a test pattern thirteen days later [BROADCASTING, June 28]. The following day the transmitter was on the air. Irving B. Robinson, WNAC-TV technical director and H. B. Fancher, GE television engineer, coordinated the engineering activity.

Completion of WCPO-T Slated for Next Janua

COMPLETION of WCPO-TV C cinnati, which will operate Channel 7 (174-180 mc) with effective radiated power of 20.8 visual, 10.4 kw aural, is expect by next January, according to C. Watters, vice president and ge eral manager of the station.

All transmitter equipment is order with the General Electric and erection of the tower is e pected to get underway within fi months at a newly-purchased loc tion one block south of McMill Street between Symmes and Dov Streets, Mr. Watters said. Grou elevation of "Radio Hill" is 840 WCPO-TV will erect a 560 Blaw-Knox tower, raising the ove all height above sea level to 1,4 ft. The effective height above su rounding terrain will be 659 ft.

Technical

ROBERT L. PETERSEN, formerly wi RCA for three years as field ser ice engineer specializing in broa cast and television, has joined WNE San Juan, P. R., as chief engineer. previously had been with Consolidat Edison Co. of New York for 12 yea and with U. S. Navy for six years civilian electric engineer.

GEORGE A. BLASE has joined enginee ing staff of KXOK St. Louis.

KENNETH BUHR, former office boy CBR Vancouver, has joined transmi ter staff of CFAC Calgary.

HAROLD ROST, studio engineer KQV Pittsburgh, and Arlene Hite we married June 29.

'It Won't Work'

CRYSTAL SET just won't produce maximum volume if it's removed from highly saturated radio-frequency field produced by 50-kw transmitting station. This is what a resident of Victor, N. Y. discovered when WHAM Rochester, moved its 50-kw transmitter from Victor vicinity to distant township of Chili, N. Y. Puzzled set owner stopped at radio service store and confessed he couldn't understand why his crystal set suddenly lost volume after many years of faithful and extremely loud service.

FCC Actions

(Continued from page 71)

Applications Cont.:

AM STATION DELETED

AM—1400 kc

KUKH William Edwin Richardson, Ukiah, Calif.—AM authorization 1400 kc 250 w unl. deleted and call letters cancelled.

July 1 Applications . . .

ACCEPTED FOR FILING

License for CP

KXRX San Jose, Calif.—License to cover CP new standard station.

WDOV Dover, Del.—Same.

WCFL Chicago—License to cover CP increase power, etc.

KNPT Newport, Ore.—License to cover CP new standard station.

WMAK Nashville, Tenn.—Same.

Modification of CP

WDAK-FM Columbus, Ga.—Mod. CP new FM station for extension of completion date.

License for CP

WKJG-FM Fort Wayne, Ind.—License to cover CP new FM station.

Modification of CP

WBZ-FM Boston—Mod. CP new FM station for extension of completion date.

WHEC-FM Rochester, N. Y.—Same.

WESB-FM Bradford, Pa.—Same.

License for CP

KTEM-FM Temple, Tex.—License to cover CP new FM station.

Modification of CP

WWOD-FM Lynchburg, Va.—Mod. CP new FM station for extension of completion date.

License for CP

WPLH-FM Huntington, W. Va.—License to cover CP new FM station.

Modification of CP

WRJN-FM Racine, Wisc.—Mod. CP new FM station for extension of completion date.

TV—66-72 mc

Northeastern Indiana Bestg. Co. Inc., Fort Wayne, Ind.—CP new commercial television station Channel 4, 66-72 mc, ERP vis. 16 kw, aur. 8 kw unl.

TV—198-204 mc

Congress Square Hotel Co., Portland, Me.—CP new commercial television station Channel 11, 198-204 mc, ERP vis. 30.5 kw, aur. 15.25 kw unl.

Modification of CP

WBAL-TV Baltimore—Mod. CP new commercial television station for extension of completion date.

TV—192-198 mc

Greensboro Bestg. Co. Inc., Greensboro, N. C.—CP new commercial television station Channel 10, 192-198 mc, ERP vis. 2.8 kw, aur. 1.4 kw unl.

TV—210-216 mc

WKBN Bestg. Corp., Youngstown, O.—CP new commercial television station Channel 13, 210-216 mc, ERP vis. 21.6 kw, aur. 11.4 kw unl.

TV—180-186 mc

Tulsa Bestg. Co., Tulsa, Okla.—CP new commercial television station Channel 3, 180-186 mc, ERP vis. 18.5 kw, aur. 9.25 kw unl.

TV—186-192 mc

Central Pa. Corp., Altoona, Pa.—CP new commercial television station Channel 9, 186-192 mc, ERP vis. 3.11 kw, aur. 1.55 kw unl.

TV—210-216 mc

Central Pennsylvania Corp., Williamsport, Pa.—CP new commercial television station Channel 13, 210-216 mc, ERP vis. 3.64 kw, aur. 1.82 kw unl.

WRAK Inc., Williamsport, Pa.—CP new commercial television station Channel 13, 210-216 mc, ERP vis. 3.13 kw, aur. 1.57 kw unl.

TV—186-192 mc

WMPS Inc., Memphis, Tenn.—CP new commercial television station Channel 9, 186-192 mc, ERP vis. 25.8 kw, aur. 12.9 kw unl.

License Renewal

WSHS Floral Park, N. Y.—License renewal non-commercial educational station.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,688 licensed, 341 construction permits, 290 applications in pending file, 301 applications in hearing; FM—141 licensed, 108 conditional grants, 774 CPs (of which 426 are on air under special temporary authority) 50 applications pending, 45 applications in hearing; television—seven licensed, 101 CPs (of which 23 are on air), 299 applications pending of which 184 are in hearing.

Radio Television of Baltimore Inc., Baltimore—CP new experimental television relay station on 7075-7100 mc, power of 0.1 w, emission special for FM and hours in accordance with sec. 4.131(b) and 4.163.

Joe L. Smith Jr., Beckley, W. Va.—CP new ST link station on 940.5 mc, 15 w, emission special for FM, unl.

Tendered for Filing

TV—60-66 mc

Presque Isle Bestg. Co., Erie, Pa.—CP new commercial television station Channel 3, 60-66 mc, ERP vis. 1 kw, aur. 0.82 kw.

TV—76-82 mc

Jack M. Draughon and Louis R. Draughon, d/b as WSIX Bestg Station, Nashville, Tenn.—CP new commercial television station Channel 5, 76-82 mc, ERP vis. 17.1 kw, aur. 8.86 kw.

Modification of CP

KWBB Wichita, Kan.—Mod. CP change frequency from 1420 to 1410 kc, power from 500 w to 1 kw, hours from D to unl., install DA-DN (DA-2).

AM—1280 kc

Radio Fitchburg, Inc., Fitchburg, Mass.—CP new standard station 1280 kc 500 w-D.

AM—1170 kc

WTNJ Trenton, N. J.—CP change frequency from 1310 to 1170 kc, power from 500 w to 1 kw, hours from S-WCAM & WCAP to D.

Hearings Before FCC . . .

JULY 6

Beacon Bestg. Co. Inc., Boston—For FM facilities.

The Northern Corp., Boston—Same.

Boston Radio Co. Inc., Boston—Same.

Bunker Hill Bestg. Co., Boston—Same.

To be held in Court Room No. 4, 12th Floor, P. O. Bldg., Boston.

JULY 7

AM—Further Hearing

WLEU Erie, Pa.—CP 1260 kc 1 kw-N 5 kw-D unl. DA-N.

WERC Erie, Pa.—Order to show cause.

The Civic Bestrs. Inc., Cleveland—CP 1260 kc 5 kw DA-2 unl.

Intervenor: The Yankee Network Inc.

JULY 9

AM—Further Hearing

Orange Empire Bestg. Co., Redlands, Calif.—CP 990 kc 1 kw-D.

AM—Hearing

KSAL Salina, Kan.—CP 1150 kc 5 kw DA-N unl.

KRKD Los Angeles—Mod. License 1150 kc 5 kw-D 1 kw-N. Share time-KFSG.

KFJI Klamath Falls, Ore.—CP 1150 kc 1 kw DA-N unl.

Gila Bestg. Co., Coolidge, Ariz.—Same.

Mosby's Inc., Great Falls, Mont.—CP 1150 kc 5 kw DA-N unl.

Party respondent: KRSC Seattle, Wash.

"INSIDE TELEVISION" a six-weeks course covering programming, production, sales and management, is being offered by department of speech of Wayne U., and WWJ-TV Detroit, for summer session which began July 1.

CONFESSION

Durr Admits Affection For Broadcasters

"I LIKE BROADCASTERS," Clifford Durr told those at a testimonial luncheon given him in New York last Thursday, day after his retirement as a member of the FCC. "Now that I am a former commissioner, it's time for a few confessions," he began, heading the list with the announcement of his affection for broadcasters.

"Perhaps I have seemed to dissemble my love by kicking you downstairs," he stated, looking around at the network vice presidents who flanked him at the head table, "but if that is so it was only that my aim was bad. I really wanted to kick you upstairs."

Pointing out that people can disagree and still like each other, Mr. Durr confessed that his liking of broadcasters individually did not carry over to them collectively. He warned them against the hazards of combining under a single leadership, declaring that a one-party system can be just as dangerous in industry as in politics.

The former commissioner confessed that if he had to run a radio station he'd "probably do a lousy job." But he averred that radio can do a better job than it is doing and that it has the individuals within its ranks who can do that better job if they only decide that it should be done.

Citing the dangers to free speech and thought evident today in the trend toward greater governmental control of the thoughts and expressions of the individual citizen, Mr. Durr urged the broadcasters to continue to present all points of view, to keep the public "listening and thinking . . . talking and voting."

Attack on Movies

The recent attack on the movies, "whose defense was not one to inspire great confidence," will inevitably spread to radio, he said, expressing the hope that radio will be able to stand up against it. Submission may be "smart public relations" at the time, he said, but "radio can lose its soul if it takes the easy course."

Charles R. Denny Jr., new NBC executive vice president, a former FCC chairman, lauded Mr. Durr as "one of the finest public servants the government of the United States has ever had." Another former Commission chairman, James Lawrence Fly, who acted as toastmaster, praised Mr. Durr's courage in defending his beliefs against any and all opposition.

Thomas Carskadon, chairman of the Radio Committee of the American Civil Liberties Union, under whose auspices the luncheon was held, invited Mr. Durr to continue his fight for better radio by joining that committee. Morris Novik, radio public service consultant, said that Mr. Durr and his Blue Book had made public service broadcasting a matter of general industry concern, to the point where today "some stations even have vice presidents in charge of public service." Paul Denis, radio columnist of the *New York Post*, and Sol Carson, radio critic of *The Nation*, spoke for the New York Radio and Television Critics' Circle, which last month unanimously voted a special award to Commissioner Durr.

Start of KLAC-TV Now Set for Fall

IN SURPRISE move last week, Don Fedderson vice president and general manager of KLAC Hollywood and KYA San Francisco, announced that former station's video station would be on the air by the latter part of September.

Previously the station was not considered likely to be on the air before early 1949.

Summing up the spirit of the push he pointed out that the station's transmitter sight was underway and that construction costing $65-70,000 would be sped up to meet the new scheduled opening. This, he said, would be finished in 12-14 weeks as against the usual six to nine months required.

Ground was also broken last week for an additional studio on the property of KLAC which will provide an additional 15,000 square feet of space at an estimated cost of $15,000.

To make certain that the stepped-up schedule is met, Mr. Fedderson is headquartering in Los Angeles for several weeks. Engineers of KLAC are already being schooled in video methods by Paul C. Schulz, chief engineer of KYA-KLAC who recently returned from the RCA television school for engineers.

When Mr. Fedderson was queried on the fact that a contract for purchase of the Thackrey stations had been filed with the FCC by Warner Bros., he offered "no comment" pointing out that his only responsibility was getting the station on the air. In August he said the sales staff would begin to seek business and that a strong likelihood existed that advertisers would be offered an AM-television package rate.

As further preparation, he said that James McNamara, news director, and Fred Henry, assistant manager, both of KLAC would spend the month of July looking in on other station operations in the East and Midwest.

MERRIMACK Valley Amateur Radio Club has taken over occupancy of former 50-kw transmitter of WLAW Lawrence, Mass. Club will install its own equipment and set up facilities for emergencies and disasters which will be available upon call, and will have daily contact with other "hams" throughout country.
promotion

At Deadline ...

FCC TV HEARING TO RESUME WEDNESDAY

ANTENNA EXPERT Andrew Alford's testimony on controversial question of television directional arrays was cut short in Friday afternoon FCC channel allocations hearing (early story page 25), to give participants opportunity to study his exhibits. He'll be called back on as yet unset date—at least two weeks hence—following slated completion of rest of hearing this week.

Mr. Alford, Boston engineering consultant, appeared for CBS-*Washington Post's* WTOP Inc., which is seeking allocation of Channel 12 to Washington for use with directional antenna. Before his testimony was interrupted, he displayed working model of one element of directional array, which he said would have three elements each 8 feet high and 5 feet wide and stacked one on another. Stuart L. Bailey, Washington consulting engineer, also appeared for WTOP Inc., which was represented by Philip G. Loucks, Washington attorney.

Representatives of Baltimore's three TV stations—WBAL-TV, WMAR-TV and WAAM (TV)—opposed WTOP Inc. bid, which involves move of Channel 12 to Washington from Fredericksburg, Va. and substitution there of Channel 2. WBAL represented by William J. Dempsey, attorney; WMAR by Duke Patrick, attorney, and Worthington C. Lent, consulting engineer; and WAAM by Henry G. Fischer, attorney.

This week's sessions start Wednesday. Not more than two days expected to be devoted to hearings this week.

DALLAS TV SITE REJECTED

DALLAS City Council denied permission to Lacy-Potter Television Co. to put 500-foot television tower in residential area east of downtown Dallas. R. K. Prescott, lawyer for company, pleaded, "You'll be voting against 68,000 school children and the citizens who want television if you vote against this tower." Mayor Jimmie Temple retorted, "It's not a question of whether we have television. We are talking about a zoning problem. I wouldn't want a 500-foot tower jammed up against my home and you wouldn't either." Council vote was unanimous.

ENDERS PHILADELPHIA BRANCH

ROBERT J. ENDERS ADV. Agency, Washington, has opened branch office in Philadelphia in IBM Bldg., 226 S. 15th St. Manager is Howard Enders, phone Kingsley 6-1858. Enders agency recently bought television rights of Philadelphia Eagles professional football team and has placed schedule on WFIL-TV for Pierce-Phelps, distributors for Admiral Corp. Other TV accounts handled are Lit Brothers and Snellenberg's Department Store.

IAAB NAMES NUNN V-P

GILMORE N. NUNN, head of Nunn station group, U. S. delegate to Congress of Inter-American Assn. of Broadcasters, elected first vice president at Buenos Aires meeting (early story page 38). Congress elected Jaime Yankelevich, of Argentina, as president; Washington Delgado Cepeda, of Ecuador, second vice president.

SKOURAS SAYS VIDEO AND MOVIES NOT TO CONFLICT

SPYROS P. SKOURAS, president of Twentieth Century Fox Film Corp., testifying Friday at San Francisco television hearing in Washington before FCC, reaffirmed view that television and movies will augment one another rather than conflict. Mr. Skouras appeared in behalf subsidiary Twentieth Century-Fox of California Inc., one of five applicants for two available channels in Bay area (early story page 27).

Mr. Skouras said he never had been approached on use of feature films for video but was ready to consider matter with anyone. He indicated cost would be high due to production expense and saw development of more adaptable films instead.

Although planned earlier to carry hearing over to this week, it was proposed Friday to have night session and Saturday meeting to complete case of Twentieth Century-Fox, last of applicants to be heard.

Other witnesses during Friday session for Twentieth included Frank McIntosh, consulting engineer, who explained technical costs and details; Eric Haight, head of Films Inc., procurer of low cost films for educational purposes, who related his firm had best cooperation from Twentieth Century-Fox Film, and Irving Kahn, radio director of firm, who conducted program survey and is to consult with station on program and operation matters.

NAM RADIO DEPARTMENT EXPANDED FOR TV

NATIONAL Assn. of Manufacturers recognized television's imminent role by creation of new unit, radio and television department, in public relations division.

G. W. (Johnny) Johnstone, NAM's radio director since February, 1946, heads new department and will be assisted by two writer-producers, Lawrence E. Witte and William S. Rainey.

MORRIS HEADS 'DRY' CAMPAIGN

RADIO campaigns for Dr. Claude A. Watson, Los Angeles attorney, and Dale H. Learn, East Stroudsburg, Pa., realtor, Presidential and Vice-Presidential nominees, respectively, of Prohibition Party, will be managed by Dr. Sam Morris, known to listeners as "The Voice of Temperance." Bible Broadcasting Agency, Hammond, Ind., will handle time contracts. Rev. Morris once sued networks for large sum.

ABC APPOINTS SALESMEN

HARRY WOODWORTH, formerly of Erwin, Wasey, Morse International and producer for Compton and Benton & Bowles, and Edward Bunker, formerly of Avery-Knodel, New York, appointed account executives in eastern sales division of ABC.

EDWIN S. (Ted) MILLS, who resigned last week as program coordinator of WGN-TV, will be on payroll of WNBQ Chicago, NBC television outlet scheduled to take air in September, "within fortnight". He was in charge of newsreel programs for WNBT New York before joining WGN-TV.

WGN TO DUPLICATE ENTIRE SCHEDULE ON FM OUTLET

WGNB, *Chicago Tribune* FM station, w duplicate regular WGN and MBS progra beginning Aug. 25, WGN announced Frid

Indications that Marion Claire, WGNB rector, may sever relations with FM stat are seen in the policy change despite offic denials. She assumed charge of FM outlet its debut three years ago. In recent letters officers of FM Assn. she announced her int tion to retire from FMA's Board of Directo from chairmanship of its Region 3 and head of association's 1948 Convention Co mittee.

Yet WGN's general manager, Frank Schreiber, and Miss Claire insist she w continue to direct WGNB operations.

Change of policy in bringing about co plete duplication of WGN's programs on F was reached after survey of listeners, sa Mr. Schreiber. "It is the management's des to offer the quality programs now being carri by the AM station and the network over FM facilities," he added.

About 16 advertisers buying time on WG exclusively will be dropped, spokesman f station's commercial department said. On "two or three" sponsors previously had be signed by WGN and were carried over to t affiliate, it was explained.

Rumors persist at Tribune Tower that a nual WGNB budget of $110,000 was consider too high by Col. Robert R. McCormick, own of *Tribune*, particularly in view of fa that WGN-TV will need $450,000 during cu rent year.

Miss Claire has been asked to continue produce WGN's *Chicago Theatre of the A* it was reported. Suggestion that she wou become program coordinator at WGN-T could not be confirmed.

CHESTER GETS CBS POST

EDMOUND CHESTER, director of shortwa broadcasting and Latin American affairs f CBS since 1940, appointed director of new special events and sports for CBS Televisio Network. First major assignment will c covering Democratic Convention in Philade phia. Network announced it would aband foreign broadcasting (see story page 26).

WGN-TV NAMES HARVEY

GEORGE W. HARVEY, eastern sales ma ager for WGN Chicago, named sales manag for WGN-TV. Ben Berentson named easte sales manager.

Closed Circuit

(*Continued from page 4*)

ren ticket take over next January. Aside fro obvious appointment of Republican chairma there's speculation about possible return Ray C. Wakefield, now in Geneva as chairma of Provisional Frequency Board. He's clo friend of Vice Presidential candidate Warre

ROUND of festivities during last fortnig for Clifford J. Durr upon his retirement FCC member June 30, is generally describe in Washington political circles as last b blowout of erstwhile left-wing New Dealers.

EVANGELIST J. Harold Smith of Knoxvill termed by retiring Comr. Clifford J. Durr unfit to be licensee (story page 63), reported planning to run for Congress this fall independent ticket.

"The KMBC-KFRM Team HAS PROVED ITSELF!"

JAMES R. REESE ADVERTISING CO
LAND BANK BLDG. • 15 WEST TENTH ST
VICTOR 5263

KANSAS CITY 6, MO.

May 28, 1948

Mr. Arthur B. Church, President
Radio Stations KMBC-KFRM
Kansas City 6, Missouri

Dear Arthur:

I believe you will be pleased to know of the very quick and continued response we have received on the Peters Serum Company program on the KMBC-KFRM Team, Monday through Friday, at 6:25 a.m., featuring Bob Riley and Livestock Market reports.

First of all...our returns in actual sales took an immediate jump...Furthermore, we have had continued sales on the items offered, and results have been more than gratifying--in fact, amazing!

I would say that the KMBC-KFRM Team has proved itself beyond any need of qualifying this strong statement in any way...not all sales increase has come from your primary market coverage area, but from as far away as Nebraska, Oklahoma and Arkansas markets which we did not expect to cover with KMBC-KFRM.

Mr. W. G. Peters, president of Peters Serum Company, has told me "We can only credit the KMBC-KFRM Team with these sales, for they could not have originated from any other source. ... For this reason we have extended our contract for this five-day week series indefinitely

Very truly yours,

J. R. Reese

James R. Reese Advertising Co.

RADIO — FARM PAPERS — NEWSPAPERS — BUSINESS PAPERS — OUTDOOR — DIRECT MAIL

The KMBC-KFRM Team Serves 3,659,828 People

Here's but one of a number of advertisers who are finding satisfaction in utilizing the KMBC-KFRM Team. The Team completely covers the enormous Kansas City Trade area. This exclusive, custom-built coverage offers simultaneous, complete and economical coverage of this great Middlewestern area.

This extended coverage, made possible by the addition of KFRM, is unique in broadcasting. It's important to YOU as an advertiser! With programming from KMBC of Kansas City, capital of the area the KMBC-KFRM Team permits ONE broadcaster to blanket the trade territory. The proved 0.5 mv/m contour, as illustrated, boosts the potential audience of The Team to 3,659,828 people ... and, they are all important consumers in this rich Heart of America market.

KMBC of KANSAS CITY 5,000 on 980

7th Oldest CBS Affiliate
Represented Nationally by
FREE & PETERS, INC.

KFRM for KANSAS FARM COVERAGE 5,000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY